ECEMBER 1, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

For the second successive year,

WHO

proudly acknowledges its selection for

The Highest Award
of the
National Safety Council

In making the Award, the Judges said:

"WHO's continuous program of farm safety throughout the year is proof of the splendid public service attitude of the station."

WHO

DES MOINES . . 50,000 WATTS

B. J. Palmer, President ● *P. A. Loyet, Resident Manager*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ● KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT ● REPRESENTED NATIONALLY BY THE KATZ AGENCY

SALES SELL SPONSORS
on WCOP LOCAL PROGRAMS

All types of WCOP local programs pay off for advertisers, because WCOP combines careful programming with vigorous promotion and merchandising. Here's the evidence from three different types of programs:

ED DINSMORE
Morning M.C.
6 to 9 daily
Monday through Saturday

The M. Abbott Frazar Co., leading Boston furriers, wrote to Ed as follows: "By keeping a careful check on our business during the past year we have come to the conclusion that our radio announcement over WCOP has helped us tremendously in not only maintaining our volume on an even keel during the period when the fur business generally took a temporary slump, but actually we noted an *increase* in our fur storage business."

MILDRED BAILEY
Women's Program
8:30 to 8:45 A.M. daily
Monday through Saturday

T. N. Tracy, Advertising Manager of the Washington Cooperative Farmers Association, praises Mildred's sales-making commercials for Lynden Boned Turkey in this letter: "It may interest you to know that our New England brokers are thoroughly sold on our radio advertising in their territory, and that radio has been carrying the full load all during the current year. Sales in New England certainly justify our advertising program, and we have been consistently pleased with the results."

ABBOTT & COSTELLO
Network Cooperative
Wednesdays 9 to 9:30 P.M.

Says Joseph Pellegrino, President of Prince Macaroni Mfg. Co., "We take great pleasure in informing you of the gratifying results we have had with the Abbott & Costello Show. After the very first two programs, we noticed a marked improvement in consumer and trade acceptance. In fact, several clients which for years we had considered 'tough' are now buying large quantities of our products."

It's the same story across the board. If you want attention from Greater Boston, ask any Katz office for rates and availabilities on WCOP local programs.

WCOP Boston A COWLES STATION

Exclusive American Broadcasting Company Outlet in Boston

lish

Get the Cream

WCAU, Philadelphia's Number One Station, gives Advertisers the Cream of Philadelphia's listening audience.

"Umbrella Coverage"

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

---

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHAT MAY BE biggest television equipment transaction yet was tentatively closed last week whereby James M. Cox stations (WSB Atlanta, WIOD Miami, both NBC; WHIO Dayton, CBS) will acquire RCA equipment aggregating in excess of $1,000,000 for three complete units. Applications for video outlets will be filed with FCC this week.

INQUIRY by Tracy-Locke Co., Dallas agency, as to legality under lottery laws of proposed Dr. Pepper sponsorship of *Buried Treasure* program brought thumbs down ruling from Postmaster General's office. Program idea was abandoned.

COURTS almost certainly will be asked to interpret lottery law, via appeal, if FCC rules adversely to WARL Arlington, Va. in current "guinea pig" case involving WARL giveaway program (see story page 31).

REPORT CURRENT that KWBC Fort Worth, which began operation last year as 1,000 w daytimer, will be sold for $130,000 to Howard W. Davis, owner of KFAC San Antonio and KPAB Laredo. KWBC is owned by Judge P. W. Seward, former FCC attorney, W. D. Phillips, Joe S. Davies, all of Washington; W. L. Gleeson, KPRO Riverside, Calif.; Harry T. Benson, Sherman, Tex., and Victor B. Acers and Ben G. Smith, Fort Worth. Blackburn-Hamilton Co., are brokers.

CONSTANTLY recurring reports have M-G-M bidding for KLAC Hollywood and KYA San Francisco, regional independents owned by Dorothy S. Thackrey, publisher of *New York Post* and owner also of WLIB New York. Howard Stark, radio sales manager of Smith Davis Corp., newspaper and station investment counsellors, was in L. A. last week on transaction, but neither side had comment. Transaction if concluded would be in near million class.

BMB executive committee expected to name tax counsel at its Dec. 2 meeting to handle organization's fight against ruling of Treasury Dept. that BMB is not entitled to tax exemption [BROADCASTING, Nov. 17, 24].

FIRST factual study of daytime serials, slated for early release, will provide scientific answer to emotional criticism of daytime series. Based on year of research, it will show serials are benefit to public and that listeners like them just as they are.

TOP representatives of four networks plus KFAC KFWB KLAC KMPC will meet with Southern California Adv. Agency Assn. in Los Angeles today (Dec. 1) to discuss recognition of "house agencies."

DESPITE reports of peace involving client and talent, Bob Stephenson, producer of NBC

(Continued on page 90)

Upcoming

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Petersburg.

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.

(Other Upcomings on page 79)

Bulletins

IMPROVEMENT in co-op programming predicted by Mark Woods, ABC president, as result of lifting of ban on musicians performing on such broadcasts (early story page 13). Mr. Woods said action also will lead to more work for musicians.

FULL Executive Committee of FM Assn. called to first meeting since FMA September convention. Session will be held Wednesday in new offices of FMA in Munsey Bldg., Washington. FMA formerly at 921 12th St., Washington. Telephone remains Republic 8532. FMA moved over weekend.

144,708,000 IN U. S.

U. S. POPULATION, including armed forces overseas, on Oct. 1 reached new all-time high of 144,708,000, according to Census Bureau. Subtracting forces overseas, total figure is 144,121,000, while civilian population estimated at 143,373,000. This is gain of 13,000,000 or 9.9% over 1940 figure of 131,669,275. 1930 population 122,775,046.

NBC PROMOTION CAMPAIGN

NEW PROMOTION campaign to spotlight NBC programs by "block-plugging" announced by James N. Nelson, NBC director advertising and promotion. Network's "Parade of Stars" cartoon kit to be sent NBC affiliates to increase evening audience, and supplement NBC's past efforts based on kits for individual program promotion.

CBS SIGNS MICKEY ROONEY

CBS has signed term contract with Mickey Rooney which would set up movie star as package deal.

'JUNIOR FCC'

THEY'RE KIDDING about "junior FCC" being set up by Charles R. Denny at NBC. Erstwhile FCC chairman, who today takes NBC over as vice president and general counsel, has as his right-hand bower David Adams, ex-FCC counsel and his chief aide at International Telecommunications Conferences. Mrs. Thais (Billie) O'Brien, his secretary at FCC, is joining him at NBC.

Business Briefly

ACKERMAN SPONSORS ● Simon Ackerman (men's clothing), New York, effective Dec. 1 sponsors *Jack Lescoulie All-Night Record Show*, seven times weekly, on WOR New York, 52 weeks. Agency, Erlich Neuwirth, New York.

PEPSODENT CAMPAIGN ● Pepsodent Co. launches spot campaign Jan. 19 in 35 major markets. Minute and 15-second breaks to be used. Agency, Needham, Louis & Brorby, Chicago, effective Jan. 1.

PROPRIETARY PLAN ● Taylor-Reed Corp., Glenbrook, Conn., names St. Georges & Keyes to handle new product, Vichy antacid pastilles. Radio will be used after first of year.

NAMES AGENCY ● Face Contour Cosmetics, New York, names William Warren Agency, New York. Radio will be used.

SPOT SERIES ● Paris & Peart, New York, placing spot campaign for Atlantic Commission Co. (fruits and vegetables), New York.

SEVEN MBS SHOWS RENEWED

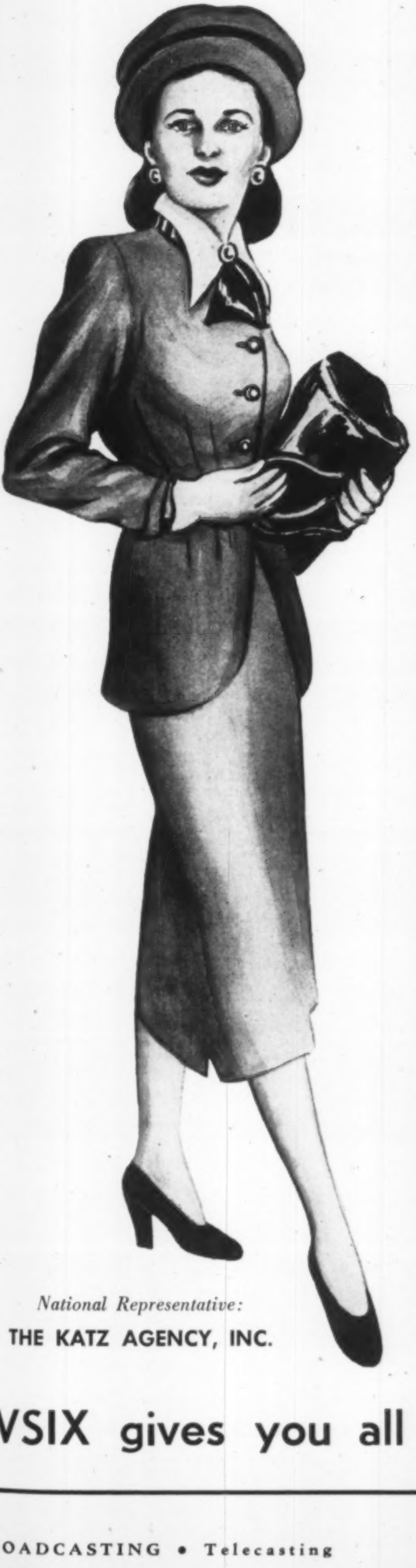
SEVEN Mutual shows renewed for 52 weeks: *Your Land and Mine*, General Motors, through Kudner Agency, New York, eff. Dec. 19; *Juvenile Jury*, General Foods, through Benton & Bowles, New York, eff. Dec. 7; *Queen for a Day*, Armour & Co., through Foote, Cone and Belding, New York, eff. Dec. 2; *Gabriel Heatter*, Carter Products, through Sullivan Stauffer, Colwell & Bayles, New York, eff. Dec. 29; *Fishing and Hunting Club of the Air*, Mail Pouch Tobacco Co., through Walker & Downing, Pittsburgh; eff. Dec. 22; *Young People's Church of the Air*, through Erwin & Wasey Co., New York, effective Nov. 30; and *Radio Bible Class*, through Stanley G. Boynton, Detroit effective Dec. 20.

NETWORK CODE UNCERTAIN

IMMEDIATE adoption of interim code by four major networks appeared doubtful last week. Meeting scheduled by executives of networks was postponed to undetermined date, and indications were proposal—put forth by NBC—for inter-network code was losing ground. NBC executive refused to comment on prospects for inter-network action beyond saying "We are hopeful." Niles Trammell, NBC president, originally proposed such code after NAB board postponed action on industry code.

NAME REPRESENTATIVE

HOMER GRIFFITH Co. named national representative of KOPP Ogden, Utah; WMIQ Iron Mountain, Mich.; KPRK Livingston, Mont.; KAMQ Amarillo, Tex.; WHBY Appleton, Wis. Among recent additions to firm's representation list was KOJM Havre, Mont.



National Representative:

THE KATZ AGENCY, INC.

TAKE A

"New Look!"

AT NASHVILLE'S MARKET AREA

Nashville's style and quality conscious women are taking to fashion's "new look!" But, as always, they buy by brand and for top value. Take a new look yourself—at retail sales in the Nashville market area: Over 357,000,000 dollars yearly out of a buying income totaling 800,477,000 dollars. Why not make sure this rich territory is sold on the value and quality of your products? . . . Sell effectively—and at reasonable cost—through the great audience that listens regularly to WSIX.

5,000 WATTS **980 KILOCYCLES**

AMERICAN • MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE **TENNESSEE**

WSIX gives you all three: Market, Coverage, Economy

Around Indianapolis
THEY LOOK UP TO...

☆ It doesn't show up in media data, but certainly *prestige* is important in selecting a radio station. No doubt *prestige* does influence many advertisers in choosing WFBM. Around Indianapolis people are *looking up to* WFBM—*have* been for twenty-two years! WFBM won itself a faithful audience as a radio pioneer—the first station in the state. And WFBM's been building its audience and building its prestige with both listeners and advertisers ever since!

Incidentally, WFBM's audience *is* faithful (as we said). If you'll do a little "Hooperooting," you'll notice that WFBM is *consistently rated first* in Indianapolis in over-all listening audience—day and night the year 'round.

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Boom for Network Co-ops Forecast 13
'News' Hits Denny Part in N. Y. Case 13
FBI Complaint Is FCC's Big Headache 15
FCC Chairmanship Stalemated 15
AP Starts TV Newsreel Service 16
Ballantine's Complicates Yankee TV 16
Set Owners to Aid Stratovision Tests 17
Orders Lag for Interim BMB Study 18
Solons for Counteracting Propaganda 18
From Apples to Ambrosia With Burnett 19
WBAL Case Uncovers Blue Book Issue 20
Havana Engineering Session Near End 20
Planning Pays Off for WTMJ-TV
—By Walter J. Damm 30
TV's Future Depends on Cost Factor
—By Murray Spitzer 44
Chicago Papers Turn to Radio 80
Petrillo Seen Circumventing Law 88

DEPARTMENTS

Agencies 54
Allied Arts 56
Commercial 50
Editorial 48
FCC Actions 65
Management 52
News 57
Open Mike 86
Our Respects to 48
Production 60
Production 60
Promotion 72
Sid Hix 14
Sponsors 62
Technical 58
Turntable 57
Upcoming 79

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson, Margaret Gleason, Jeanette Wheelock.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Helen Spahn. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
Fred W. Sample, *Manager;* John Osborn.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Kupono...

(PERFECT BALANCE IN HAWAII)

$ KULA $ KULA $ KULA $ KULA $ $ KULA

TOP-NOTCH PROGRAMMING *PLUS* POWER

BRINGS RESULTS IN HAWAII!

Star-studded ABC shows and outstanding local productions on one hand, plus *power* on the other gives KULA the *perfect balance* that sells Hawaii! Bing Crosby, Walter Winchell, Abbott and Costello, Paul Whiteman, America's Town Meeting, Theatre Guild On The Air and many other ABC shows have made KULA . . . "Hawaii's Listening Habit." And all Hawaii, from Kapaa to Kealakekua enjoys this fine entertainment, thanks to KULA'S *proven* coverage! Yes . . . KULA is the clear channel, full time station that really sells Hawaii . . the New West of America.

KULA

HAWAII'S MOST POWERFUL BROADCASTING STATION
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD.,HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

What is a market-place?

Only at its simplest is it
"a place to buy and sell goods".

When many people gather,
so much more than that happens!
They come for the latest news
and laughter, music and drama
...for pleasures
as much as purchases.
It is their market-place
for ideas as much as goods.

From the kaleidoscope of
any Mexican village market
...to as far back as the
Agora of ancient Greece...
the people have always
made their market-place
a rich and vivid center
of their life.

Where 99,000,000 people

CBS is a market-place . . . of fabulous dimensions.

CBS gathers 99,000,000 Americans *each week* to hear the latest news and laughter, music and drama. And among these millions in every corner of our nation, CBS circulates both ideas and goods.

Ideas *and* goods. Clearly, both must circulate among all Americans swiftly and freely if we are to keep the nation strong.

That is why Radio . . . and CBS . . . have so much meaning to the American people today.

The almost explosive rise of CBS in twenty years is testimony to how swiftly CBS moves both ideas and goods; how much CBS has become a rich center in the lives of our people for pleasures *and* purchases *and* ideas.

Today, 93% of all American families have radios—owning over 60,000,000 sets.

gather every week...

They spend more time listening to Radio
than doing anything else except sleeping and working;
more time listening this year than ever before!

And CBS leads *all* Radio in reaching them effectively.

Wholly independent, impartial data show that CBS
reaches listeners *at less cost* than *any* other network.

This is confirmed in two different ways:

1. By counting the actual cost of reaching listeners
on *all* networks throughout the broadcasting day.
*The second, third and fourth most effective networks
average only 82% of the efficiency of CBS
—in delivering audiences for each advertising dollar
expended in the evening—and only 77% of CBS'
efficiency in the daytime.*

2. In the judgment of the great companies
who use Radio *most* and know it *best*:
the 100 largest Radio advertisers.

*More of these advertisers use CBS
—and more of them choose CBS exclusively—
than any other network.
They have done so consistently for the past 10 years.*

They come to the vast market-place
created by CBS programs, carried to the nation
17 hours a day every day of the year
by the coast-to-coast network of CBS stations.

And they find waiting for them there 99,000,000
men, women and children (over 10 years old)
listening *each week*—more listeners
than ever before in CBS history—
ranging the complete scale of America.

*The detailed, factual data which support all the statistical summaries
in this message are available on your request.*

COLUMBIA BROADCASTING SYSTEM

—where 99,000,000 people gather every week

A
STEINMAN
STATION

W
D
E
L

Wilmington
Delaware
Sells

5000
WATTS
Day and Night

Sales Representative
RADIO
ADVERTISING
COMPANY
New York • Los Angeles • Chicago
San Francisco

NBC
AFFILIATE

Feature of the Week

Harry (Santa Claus) Mayn

A RADIO SANTA CLAUS for the last 16 years, Harry Mayn, Canton, Ohio, department store executive, again donned whiskers Thanksgiving Day for the beginning of WHBC Canton's 1947 Christmas broadcast series.

Genial Harry, one of radio's oldest Santas in point of service, has received nearly a million letters since his first Christmas broadcast in 1930. Parents of some of the children who have composed letters to him in recent years once penned notes to him themselves, he says.

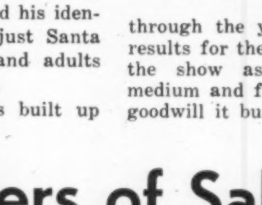
Featured on WHBC's Christmas series are characters portraying Mary Mistletoe, Little Jack Horner, Simple Simon and other fairy-tale folk. Each year new juvenile actors take these roles, but Mr. Mayn always plays St. Nick.

In all the 16 years of his portrayal of Santa Claus, however, Harry never has revealed his identity on the air. He is just Santa to all the youngsters and adults who hear him each year.

The following he has built up through the years has netted big results for the advertisers who use the show as a holiday season medium and for the station in the goodwill it builds with listeners.

Sellers of Sales

A FAVORITE assignment of station representatives when on the road is Olian Advertising in St. Louis. It is no coincidence that Olian's radio timebuyer is pretty, blue-eyed Dorothy Ayres. But roses and candy have little effect on Dorothy. She is just as adamant for choice availabilities, detailed market data and station information as any hard-bitten masculine timebuyer in New York or Chicago. Dorothy knows her markets and her file of information on every station in the country is frequently more complete than the station representative's.


DOROTHY

Miss Ayres, 25, has had a sound background in radio timebuying. Since entering radio as secretary to Wendell Campbell at KMOX St. Louis in 1943 she has absorbed an amazing store of knowledge about radio. For the benefit of time salesmen so unfortunate as not to know Miss Ayres, her choice of stations is usually determined by product distribution, adjacencies and the job the station does in its community.

Since the Olian agency is one of the largest and most successful users of spot radio in the country, information on individual stations cannot be too complete, she believes.

Dorothy is a graduate of Loretto Academy, St. Louis, and took graduate work at Washington U. in languages. She speaks Spanish, French and Portuguese fluently, but has had little opportunity to make use of her linguistic talent since abandoning an ambition to be a concert pianist. Dorothy is single, and her hobbies are music (Tschaikowsky) and riding horses. During the war she served as confidential secretary to the CO of the St. Louis Medical Depot. One of her duties was to record the minutes of the highly confidential security conferences of all commanding officers of army installations in the 7th Service Command.

She joined Olian as secretary to the agency's president, Irving Olian, in 1946 and last August was rewarded with the job of timebuyer. She says "I have been fascinated by radio since my initiation at KMOX, still am, and always will be!"

In Horse
Racing

means: Win,
Place, Show

But IN DALLAS
—FORT WORTH
It's 1 STATION
WFAA
2 FREQUENCIES
820 - 570
3 NETWORKS
NBC - ABC and
Texas Quality

• It's as easy as 1-2-3 to
SELL the DALLAS-FORT
WORTH MARKET with

WFAA

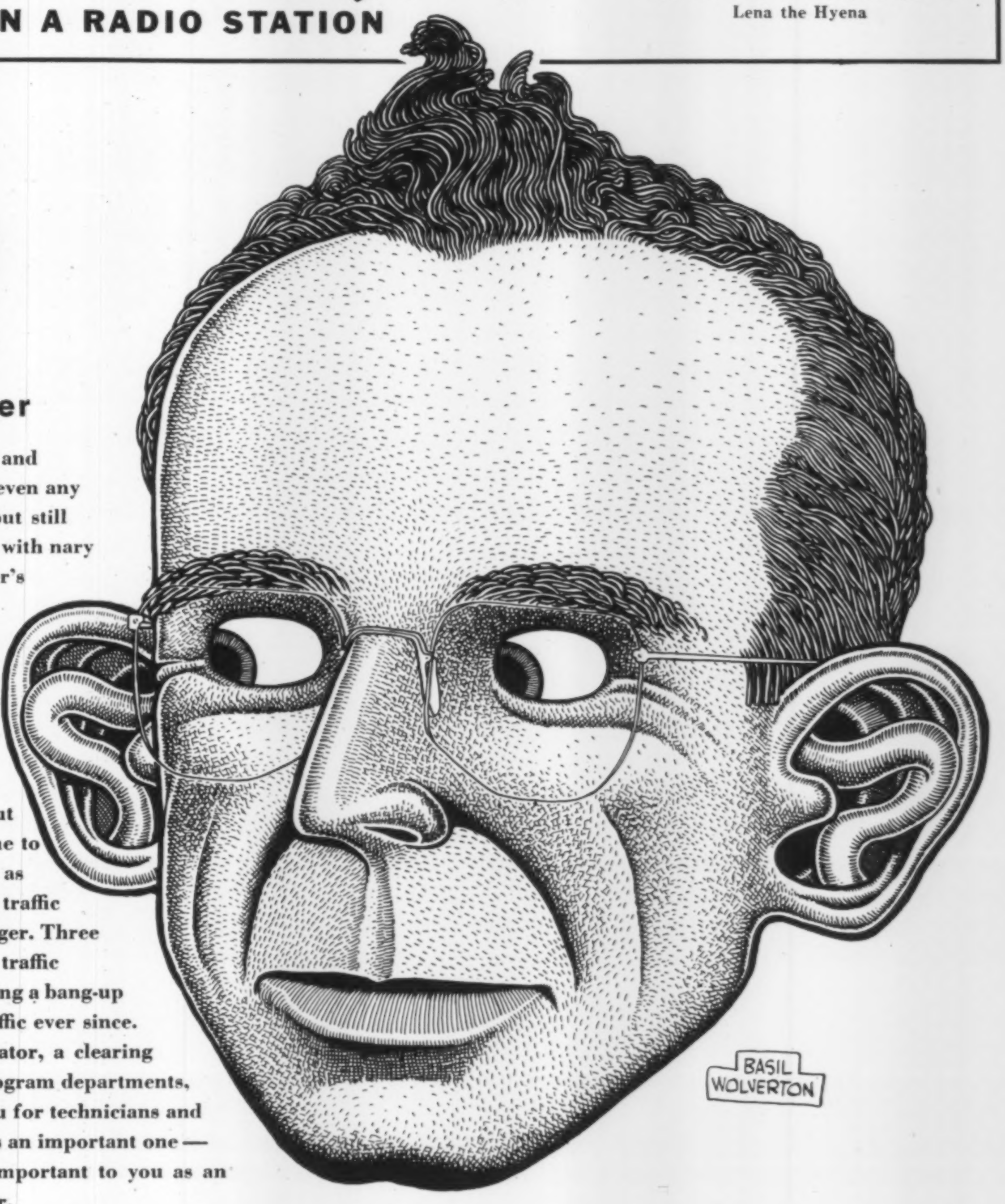
radio service of the
Dallas Morning News

Represented Nationally by
EDWARD PETRY & Co., INC.

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



RALPH GREER

Traffic Manager

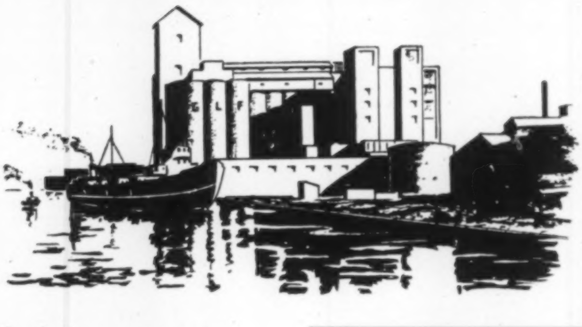
There aren't any "STOP" and "GO" lights, there aren't even any bells, gongs or buzzers, but still traffic flows smoothly and with nary a tangle across Ralph Greer's desk at KGW. It flows smoothly, because that's the kind of fellow Ralph is... quiet, efficient, calm and capable—and he's been on his present job since 1939, with the exception of four years out for army duty. Ralph came to the station in May, 1936, as assistant to "Q" Cox, then traffic and sales promotion manager. Three years later Ralph became traffic manager, and has been doing a bang-up job of steering KGW's traffic ever since. He's caretaker and correlator, a clearing house for the sales and program departments, and an information bureau for technicians and announcers. Ralph's job is an important one—important to KGW and important to you as an advertisers and time buyer.

Next
DON KNEASS,
News Editor

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

how would you like to TREBLE YOUR AUDIENCE *in* BUFFALO ?



- **Everybody knows that a really good Musical Clock is a very, very effective means of getting a big audience at exceedingly low costs.**

Buffalo's popular WGR has just such a Musical Clock, from 7:00 to 10:00 a.m., six days per week. In the past twelve months its audience has increased approximately 300%, and this terrific showing has attracted some of the biggest and most successful names in American industry, as sponsors.

That's the kind of job spot broadcasting is doing, all over the Nation, for advertisers who know the economy and effectiveness of "Bull's-Eye Radio". How about letting us prepare a recommendation for you?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 21 WASHINGTON, D. C., DECEMBER 1, 1947 $7.00 A YEAR—20c A COPY

Boom for Network Co-ops Forecast

Action by Petrillo Ends Long Ban On Programs

CHANCE for vast expansion of network co-op programs is foreseen as a result of the action last week by James C. Petrillo, AFM president, in lifting the ban on performance by members on such programming.

The action, announced Wednesday by Mr. Petrillo, marked his second concession to broadcasters in a fortnight. First was his willingness to negotiate on a friendly basis with networks after he had thundered a threat last summer never to let a musician play on more than one station at a time. The threat had been made at the House probe into his activities [BROADCASTING, July 14] and had aroused indignation in Congress.

In calling off the co-op ban Mr. Petrillo told BROADCASTING that the single engagement rate for network programs will apply for musicians working on co-op programs. Explaining that the ban is being removed during AFM's negotiations with broadcasters to give it a "trial," he added that AFM members were now free to work on these shows.

Robinson Comment

Hubbell Robinson, CBS vice president in charge of programs, said lifting of the ban "looks like a healthy move which ought to raise the entertainment values of co-op shows and open a new field for co-op programming. We at CBS are reviewing the situation with respect to our present co-ops to determine on which ones live music can be used to advantage."

Phillips Carlin, MBS program vice president, said Friday: "We will have music on *Information Please*, starting tonight and also on *Meet Me at Parky's* on Sunday." It is possible that music will be inserted into other Mutual cooperative programs, such as A. L. Alexander's *Mediation Board*, which used an organ for musical bridges before it came under the AFM ban.

Network spokesmen pointed out that lifting of the ban by the union does not mean that all co-op shows on which music may be desired will get it right away. In many cases program formats must be revamped, contracts overhauled and other details straightened out before changes can be made, they said, and it may be a matter of weeks before the full effects of the union's action are realized.

'One Piano Player'

Asked about the suit brought against AFM by Dan Golenpaul, owner of *Information Please* [BROADCASTING, Nov. 10] charging the union with illegally preventing the use of musical questions on that program, which is now a co-op on Mutual, Mr. Petrillo said, "He is a lucky guy. He never really entered into the picture. After all, he only hires one piano player."

Mr. Golenpaul said that "maybe I had nothing to do with it, as Mr. Petrillo says, but I claim a victory.

"We'll have musical questions and music all over the place when we go on the air Friday night. We accept the decision in the proper holiday spirit of Thanksgiving."

Mr. Golenpaul said he did not know what disposition the NLRB would make of his complaint in view of the union's action. The complaint, filed Nov. 10 with the NLRB, charged the union with secondary boycott and feather-bedding, violation of the Taft-Hartley law. Mr. Golenpaul said *Information Please* was carried on 300 Mutual stations and assuming that he met the demand to put a stand-by musician on each of them the added cost would run to $9,564 a week, at the rate of $31.88 for each man.

But effective last Friday night Joseph Kahn, a member of Local 802 and the pianist on the show for years when it was live, was to have returned to the program, which is now co-op.

ABC said that the *Abbott & Costello* show, which has been using a choral group, would immediately replace it with a 25-piece orchestra. *Headline Edition* will use musical bridges between its news and interview items and this practice will also apply to any other co-op news show which can use music.

On the legislative side of the music crisis, Republican leaders in the House of Representatives have indicated they are opposed to drastic labor legislation at the coming session of Congress, desiring to see a thorough test of the Taft-Hartley Act before major changes are considered.

This view was based on an informal poll of Republican Congressmen. Main legislation under study is a proposal to amend the Taft-Hartley Act by passage of a "right to work" amendment [BROADCASTING, Nov. 24].

Legislation to curb James C. Petrillo, AFM president, has been

(Continued on page 88)

'News' Hits Denny Part in N. Y. Case

Cites His NBC Connection Beforehand in FM Denial Petition

THEN-CHAIRMAN Charles R. Denny's participation in the final FCC decision on the New York FM case after accepting a job with NBC was "unlawful" and invalidates the entire decision, the *New York Daily News* charged last week in a petition asking the Commission for rehearing.

The *News*, which won in the proposed decision but lost out in the final [BROADCASTING, Nov. 10], attacked FCC's "non-newspaper" policy as an abridgment of freedom of speech, and contended that the votes of at least three of the four Commissioners who opposed the *News* were "invalid." Actually, the newspaper contended, its own showing was superior to that of any of the five successful applicants.

The petition charged that newspaper ownership has been used "more often than not" as a "mere makeweight." To apply such a policy would "open the door wide to decisions actually based on grounds or reasons not appearing in the record or decision," the *News* declared. Parenthetically it added: "i. e., a decision in which all members of the Commission belonging to one political party vote in opposition to a newspaper applicant which has opposed the administration in power belonging to that party." A news release announcing the petition gave the political makeup of the FCC, showing that all Democratic members voted against the *News*.

With respect to Mr. Denny's participation, the petition cited Sec. 4(b) of the Communications Act restricting the outside business interests of FCC members and employes (see story page 82). It pointed out that NBC announced on Oct. 10, for release Oct. 13, that Mr. Denny would become its vice president and general counsel (his resignation was effective Oct. 31), and that the New York FM decision was adopted Oct. 21. The petition asserted:

> **NBC is, and has been throughout these proceedings, the licensee of a Class B FM station in the New York area, and as such is and has been directly interested in who shall and who shall not operate competing FM stations in that area.**
>
> **NBC also is, and has been for many years, the licensee of six standard AM broadcast stations, one of which is located in the New York area, and as such has a direct interest in the quantity and quality of competition to be provided by FM broadcasting both generally and in that area.**
>
> **NBC is a wholly owned subsidiary of Radio Corp. of America which is engaged in the manufacture and sale of radio apparatus (including both FM and AM broadcast transmitters and receivers) and, through other subsidiaries, in the operation of many other radio stations.**
>
> **Commissioner Denny was disqualified to vote on any matter coming before the Commission and, more particularly, he was disqualified to vote in this proceeding. His participation therein, and in the deliberations and executive sessions preceding the decision, invalidates not only his vote but the entire decision.**

The petition, encompassing 43 pages, was prepared by Louis G. Caldwell and Percy H. Russell Jr. of the Washington law office of Kirkland, Fleming, Green, Martin & Ellis. It was filed in apparent preparation for a court test of the issues it raises, if unsuccessful before the FCC.

The *News* charged that the votes of three of the four members against the *News* were invalid for other reasons: Comrs. Denny and E. M. Webster on grounds that they read only the transcript of oral arguments and the exceptions filed to the proposed decision; and

(Continued on page 82)

Stanback Contracts Donald for Show

$1,000,000 Budget Is Radical Change From Spot Policy

DEPARTING FROM a 17-year policy of using spot announcements exclusively, Stanback Co. Ltd., Salisbury, N. C., makers of headache powders, will air a new quarter-hour program, *The Peter Donald Show* beginning Dec. 15.

According to John Larmer, president of Piedmont Adv. Agency Inc., Salisbury, budget for Stanback campaign exceeds $1,000,000 and calls for five night-time broadcasts weekly on regional type stations in more than 60 major markets. Contracts are being placed on a 52-week basis.

The show stars Peter Donald, young storyteller-dialectician now heard on *Can You Top This* (NBC 8:30 p.m., Friday) and also the Ajax Cassidy of "Allen's Alley." It will introduce to radio the "Three Flames," Negro instrumental and singing trio now appearing at New York night clubs. Dennis James is announcer.

Program, to be transcribed, will be produced and directed by Charles Stark, veteran network announcer. Scripts will be written by the agency.

In announcing the policy change, Mr. Larmer said: "Stanback has had outstanding success with radio spot announcements. Sales have increased every year since the company began to use radio exclusively seventeen years ago. But a six-month's study indicates that the influx of new stations combined with substantial rate increases has completely changed the radio picture, especially for the company using spot announcements on a long list of stations. With a 50% increase in AM stations, plus the rapid development of FM and TV facilities, the advertiser sees the listening audience being 'split up' many more ways while announcement rates go steadily higher.

"Even with substantial increases in annual budget it has been virtually impossible to maintain the same impact on the buying public. Also, the trend is to limit time for commercials to a very minimum. Under these conditions new plans, new strategy are necessary to keep radio advertising costs within bounds and continue the selling effectiveness of radio for packaged goods products."

Nut-Selling Drive

GENERAL FOODS, New York (Kernel-Fresh Salted Nuts) has started a spot announcement campaign using 10 one-minute transcriptions weekly for 52 weeks. The agency, Young & Rubicam, New York, placed the campaign on WDUK WEOA WGBF WMAN WALA and WMOB.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31	289
Number of network commercials starting during November	7
Number of network commercials ending during November	5
Number of commercials on the four nationwide networks, Nov. 30	291

November Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Brotherhood of Railroad Trainmen	Dorothy Foldheim	ABC	Sat., 5:45-6 p.m.	William Von Zehle & Co.
Kaiser-Frazer Corp.	Newscope	MBS	TTS, 7:30-7:45 p.m. Sun., 7:45-8 p.m.	Swaney, Drake & Bement Inc.
Ludens Inc.	Strike It Rich	CBS	Sun., 10:30-11 p.m.	J. M. Mathes
Musical Digest Magazine	Sunday Evening Hour	ABC	Sun., 8 - 9 p.m.	Kenyon & Eckhardt
Peter Paul Inc.	8 O'Clock News	MBS	M-F, 8-8:15 a.m.	Platt-Forbes
Swift & Co.	Meet the Meeks	NBC	Sat., 11-11:30 a.m.	J. Walter Thompson Co.
Texas Co.	Metropolitan Opera	ABC	Sat., 2 p.m. to end of opera	Buchanan & Co.

November Deletions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Raymond Laboratories	Sunday Serenade	ABC	Sun., 1:30-1:55 p.m.	Roche, Williams & Cleary
Roma Wine Co.	Suspense	CBS	Thu., 8-8:30 p.m.	Biow Co.
U. S. Army & Air Force Recruiting	Football	ABC	Sat., 2 p.m. to end of game	N. W. Ayer & Son
Ward Baking Corp.	Tennessee Jed	ABC	M-F, 5-5:15 p.m.	J. Walter Thompson Co.
William R. Warner Co.	Jean Sablon	CBS	Sun., 5:30-5:45 p.m.	Kenyon & Eckhardt

MBS Co-op Sales Up 123% In Past Year

VOLUME of MBS co-op sales has increased 123% during the past year, according to Bert Houser, director of the network's co-op sales. Tabulation indicates 1,201 current program sales over Mutual co-op programs, compared with 1,083 on Oct. 15, and 584 a year ago. Also, 118 local sponsors have been added since Oct. 15, making a total of 1,600.

Local sales during the past several weeks added the following to MBS shows: 10 to *Information Please*, 13 to *Meet Me At Parky's*, 9 to *Kate Smith Speaks*, 9 to Fulton Lewis jr., 6 to *Alexander's Mediation Board*, 5 to *American Forum of the Air*.

Capitol Starts Campaign

WITH the inauguration of its air service in Charleston, W. Va., and Charlotte, N. C., Capitol Airlines, New York, effective Nov. 26, initiated a two-week intensive spot announcement campaign using approximately three and four spots daily on each station. Contract was placed by French and Preston, New York, on the following stations: WCCO WDGY WTCN WSOC WAYS WMIN WCHS WKNA WGKU WTIP WCAW WWVA.

Conti Shampoo Signs

CONTI PRODUCTS, New York (Conti Castile Shampoo) on Dec. 8 starts a spot announcement campaign on 20 stations in seven markets. The contract for 13 weeks was placed through Bermingham, Castleman and Pierce, New York.

Drawn for BROADCASTING by Sid Hix

"Shoon's they get the fool thing in focush . . . I'm for it, hunnert pershent!"

MARX TO WEDNESDAY; MORGAN IS EXTENDED

IN AN EFFORT to retain a strong line-up on Wednesday evenings, ABC has switched the *Groucho Marx Show*, sponsored by Elgin American from Mondays, 8-8:30 p.m. to the Wednesday, 9:30-10 p.m. period vacated by American Tobacco's cancellation of the *Jack Paar Show*.

The *Henry Morgan Show*, Wednesdays, 10:30-11 p.m., which was destined to be dropped by its sponsor Eversharp Co., New York, effective Dec. 3, has been extended for another three weeks, the last broadcast occurring Dec. 24. Extension was due to the Eversharp contest, which was started on the air on the same day that the sponsor notified the network and comedian of the cancellation. Winners of the contest are to be announced on the Dec. 24 Morgan show.

Agency for the *Groucho Marx Show* is Weiss & Geller, New York. Biow Co., New York, is agency for the *Henry Morgan Show*.

Talks on Plan for ABC To Buy Capitol Delayed

NEGOTIATIONS between ABC and Capitol Records concerning the acquisition of the recording company by the network [BROADCASTING, Nov. 24] probably will not reach their culmination until late in December, it was learned last week. Capitol's president, Glenn Wallichs, conferred with ABC executives during his brief stay in New York early last week, but no major decisions were reached before his return to Hollywood.

The price ABC might have to pay to acquire the recording firm was still a matter of conjecture. Although spokesmen for the network and Capitol were noncommittal on this point, it was understood that a transfer of ABC stock to Mr. Wallichs and other owners of the recording company had been discussed.

Ban on Liquor Advertising Asked by Senator Capper

SEN. ARTHUR CAPPER (R-Kan.) last week began his yearly campaign for passage of S-265, which would forbid the advertising of intoxicating liquors.

Senator Capper presented a petition signed by 250 residents of Sterling, Kan., which called for passage of the bill. He said he had also received "a good many letters from all over the U. S. appealing to Congress to enact this legislation as soon as possible."

The petition was referred to the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over Senator Capper's bill.

FBI Complaint Gives FCC Big Headache

Durr Hits Hornet Nest in Hoover Criticism

FCC WAS openly uneasy last week, seized apparently with the "FBI jitters," plus complications.

The symptoms — starting with a sudden and continuing tenseness — developed when FBI Chief J. Edgar Hoover took exception to a speech in which Comr. Clifford J. Durr took the FBI to task for submitting "unsolicited reports on individuals connected with radio."

Chain Reaction

A special executive session was convened hastily last Monday after Mr. Hoover reportedly notified the Commission that, since it had not seen fit to repudiate Mr. Durr, the FBI would consider the statement an expression of FCC opinion and therefore would submit no further reports on applicants for FCC licenses.

The special meeting was understood to have developed several points, in addition to a near-schism on the entire question:

One was that several Commissioners professed never to have seen such reports. Another was that Mr. Durr's statement was meant to reflect only his personal opinion. Another was that while some members apparently were not disposed to repudiate Mr. Durr, others regarded such reports as "very important" and felt FCC should tell FBI that the Commission wished to receive them.

The immediate outcome: Acting Chairman Paul A. Walker reportedly designated Comr. Rosel H. Hyde to assist him in drafting a proposed reply to the FBI for further consideration by the Commission at a later meeting. Mr. Hyde and Comr. E. M. Webster form the Commission's "loyalty committee."

Faced With Other Problems

Meanwhile, the Commission had other problems to contribute to its uneasiness. One was a problem with which it has struggled intermittently during the last few years—lack of full strength on the Commission. The seventh seat (and the regular chairmanship) was still unfilled from Charles R. Denny's departure on Oct. 31.

Another was the *New York Daily News'* charge that Mr. Denny improperly participated in the New York FM case after accepting his new job with NBC (see story page 13). It seemed not unlikely that other applicants might raise the same protest in other cases, particularly if the *News* should prove successful in its argument.

The speech which touched off the FCC-FBI episode was delivered by Comr. Durr in Chicago [BROADCASTING, Nov. 3], when, condemning the House Un-American Activities Committee's tactics in its Hollywood investigation, he predicted radio would be the next "victim" and declared:

"Already the FBI is furnishing to the Commission unsolicited reports on individuals connected with radio, and I can assure you that if you should be told the kind of things contained in many of these reports you would dismiss the information as baseless gossip."

Columnist Marquis Childs excerpted the speech in a Nov. 18 column. "Durr must have made [the statement] out of a deep sense of conscience after much soul-searching," he declared, adding: "It indicates that the FBI initiated investigations and sought to influence decisions by sending reports on certain individuals to the Commission."

The FBI came back with a release, signed by Mr. Hoover, which asserted:

> **The FBI from time to time receives information that appears to be of interest to other federal agencies, including the FCC. In such cases, the FBI would be subject to criticism if it placed the information in its files without calling it to the attention of the interested federal agencies.**
>
> **The FBI does not evaluate this information, nor does it make recommendations or decisions as to what, if any, action is to be taken thereon. In instances when the information is of interest to other federal agencies the FBI is not always in a position to determine the value of the information to other agencies, and accordingly when such instances arise, it does furnish data to the other agency for its evaluation and information.**
>
> **Wherever possible the FBI does endeavor to evaluate reliability of the source of information. As an illustration, the FBI forwarded an anonymous letter to the War Dept. containing allegations of improper actions on the part of one of its officers who is now the subject of investigation by a Senate investigating committee.**

Waldrop's Findings

Frank C. Waldrop, *Washington Times-Herald* columnist, picked up the episode in a Nov. 22 column headed: "Tripe from the FCC." Opening with a charge that "the worst run outfit in the government, by any test, is the FCC," he contended that with respect to the reports received by FBI, FBI "has been doing what it should do, sending them to the FCC."

"The Communists have started a drive to get radio frequencies," he charged, asserting that FBI has found "plenty of evidence." He asked: "What was it supposed to do with this information? Burn it? Hide it? Deny its existence?"

Asks Question

Alluding to Mr. Durr's reference to reports on "individuals connected with radio," Mr. Waldrop asked: "Why didn't he come out and say the FBI was making unsolicited reports on applicants for FCC radio license?"

He said he had talked with Acting Chairman Walker, and that Mr. Walker: "(1) denied that he, acting chairman of the FCC, had ever seen any unsolicited FBI reports; (2) denied that he knew what Durr was talking about; (3) denied that Durr spoke for the Communications Commission in any respect whatsoever; (4) denied the Durr accusation is or has ever been up for Commission consideration; (5) said he had 'no comment' anyhow, because 'you newspaper fellows take a thing and twist it'."

The columnist suggested that the matter might be "untwisted" if FCC would call a public hearing and examine Mr. Hoover.

Mr. Walker told BROADCASTING that Mr. Waldrop's questions came after a day of FCC hearings, that he had had no opportunity to see the FBI statement, and that he did not mean to imply that reporters generally "twisted" facts.

'Post' Comments

The incident was brought up again on Nov. 27, in a *Washington Post* editorial titled "FBI vs. FCC." Concluding that there is no inconsistency between Mr. Durr's reference to "unsolicited" reports and an earlier statement by Mr. Hoover that the FBI does not initiate investigations, the *Post* said:

> **We do consider it most unfortunate, however, that Mr. Durr has made charges against the FBI that are susceptible to misinterpretation. We understand that Mr. Hoover has been so angered by the attack that he has informed the FCC that he will discontinue sending it information, since the Commission has not seen fit to repudiate Mr. Durr's statements.**
>
> **Because one member of the Commission has made derogatory remarks about the FBI's policy, it does not follow that Mr. Hoover as a form of reprisal, is justified in withholding from the whole agency information that may prove to be highly useful. The role played by the FBI in protecting government agencies against subversive elements is too important to permit sound procedural policies to be weakened for purely personal reasons.**

Mr. Durr meanwhile kept silent, declining to elaborate on his Chicago statement. He had been scheduled to deliver an address at Raleigh, N. C., last Tuesday night but last - minute transportation problems prevented his attendance. He assured newsmen that the speech he had prepared contained no reference to the FBI incident.

FCC Top Vacancy Stalemated; Coy Is Still Leading Candidate

RUMORS were a dime a dozen again last week on the FCC chairmanship vacancy, but there were no concrete developments to indicate (1) that President Truman had changed his mind about appointing Wayne Coy, *Washington Post* director of radio, to the post next Jan. 6, and (2) that Mr. Coy would win ultimate confirmation.

One new name was announced, via mimeographed handout from the Chicago office of John H. Bickley, public utilities consultant, and former accountant of the FCC engaged to handle the special telephone investigation of 1935-1937. This news release, accompanied by a picture and a biography, said that "outstanding industry spokesmen in the radio and communications field" had recommended Mr. Bickley to President Truman for the the chairmanship, but there was no identification of the "spokesmen," nor confirmation in any official quarter.

No Others Announced

Aside from Mr. Bickley, there are no announced candidates for the vacancy created by the resignation of Charles R. Denny in October, to become vice president and general counsel of NBC. But supporters of J. Leonard Reinsch, managing director of the James M. Cox stations and prominently identified with President Truman's radio activities; Frank Roberson, Washington attorney and former assistant general counsel of the FCC, and former Sen. D. Worth Clark of Idaho, were still mentioning their names. Until the President sends a nomination to the Senate, it was expected that these campaigns would not subside.

There were reports that a spot check had been made as to senatorial reaction, presumably as to whether Mr. Coy, if nominated could be confirmed. The results were not divulged, but Coy supporters expressed confidence that he would win confirmation overwhelmingly. Mr. Coy was a chief lieutenant of President Roosevelt, and also had served in several important capacities with former Gov. Paul V. McNutt of Indiana, in state and Federal posts.

Bickley Background

The Bickley candidacy was hardly expected to win support, largely because his entire background has been in the common carrier and public utility fields. He was born in Harrisburg, Pa., in 1893; graduated from U. of Pennsylvania in 1915; associate professor of Lehigh U. until 1924; Public Service Commission of Pennsylvania, 1924 and 1925; Public Service Commission of Maryland the next two years; Federal Trade Commission, 1928 - 1931; Public Service Commission of Wisconsin, 1931 to 1937, but was on leave from 1935-1937 to take charge of financial, accounting and economic phases of Bell investigation; War Production Board, 1942-1943 as consultant on public utilities; private practice in Chicago since. He is a CPA.

Suit Before Court On Boxing Telecast

Don Lee Is Named as Defendant; Invasion of Privacy Charged

WHETHER Don Lee Broadcasting System's W6XAO can be restrained from televising bouts originating at Hollywood (Calif.) Legion Stadium is up to the Los Angeles County Superior Court as a result of legal action filed by Alejandro Chevez, professional boxer [BROADCASTING, Nov. 24].

The action is aimed at short-circuiting proposed telecast of bout scheduled for Dec. 12 between Mr. Chevez and Buddy Jacklich. Complaint is based on (1) invasion of privacy and (2) "services rendered without payment" in that boxer's original contract called for performance only within confines of Legion Stadium and made no provision for television, according to Mr. Chevez. The court is asked to "restrain and enjoin" the defendants from "photographing, reproducing or exhibiting" the bout by means of television.

Strategy for the legal action was laid by George Parnassus, manager of Mr. Chevez. Jules Covey, engaged by Mr. Parnassus as counsel, told BROADCASTING that he is hopeful of a preliminary court test in time to obtain an injunction against Don Lee, whose officials stand pat on their earlier declaration that their television contract is with Hollywood Legion Stadium and not with individual fighters or their managers.

A bout between Mr. Chevez and another fighter was telecast Nov. 14, according to Mr. Covey, despite the fact that the fighter plaintiff refused to sign a waiver.

THIRD BALTIMORE TV OUTLET PLANS START

PLANS to commence television operations by mid-1948 were outlined last week by General Manager Norman C. Kal of Radio-Television of Baltimore. With the *Baltimore Sun's* WMAR (TV) already on the air and Hearst Radio's WBAL-TV slated to commence about Jan 1, this would mean that all presently authorized Baltimore video stations will be in operation by that time.

Mr. Kal said Radio-Television had acquired 10 acres about 10 minutes from the center of the city to use as site for both its transmitter and studio. Plans are now being completed for a building to house the business offices, studios and transmitting equipment. Mr. Kal said RCA video equipment is slated for delivery by early 1948 and that construction of the building and erection of a 475-foot antenna tower is scheduled for completion by that time.

The planning and construction layout is being supervised by Fred Allman, principal owner of WSVA and WSVA-FM Harrisonburg, Va. and WSIR Winter Haven, Fla., who is one of the owners of Radio-Television. Chief owners are Ben and Herman Cohen, owners of clothing stores and real estate interest in a number of cities. The station is assigned to Channel 13; WMAR (TV) to No. 2, and WBAL-TV to No. 11.

AP Starts Daily Television Newsreel Service on Dec. 15

ASSOCIATED Press will start its new daily video newsreel service for television broadcasters by Dec. 15, Hugh Wagnon, in charge of this new AP activity, said last week. Subscribers will receive at least five minutes of spot news motion pictures a day, he said, with the possibility that the footage may exceed that, running 10 or 15 minutes or even longer whenever the material warrants it.

Move aligns AP with International News Service and United Press which had previously announced pictorial news service for television [BROADCASTING, Nov. 24]. Both of these companies provided telecasters with special filmed programs in connection with the marriage of Princess Elizabeth to Lt. Philip Mountbatten and each has expressed the intention of beginning regular newsreel service for television in the near future to supplement their present still news photo service.

Associate Status

The AP television service will be offered to video broadcasters on an associate membership plan similar to that which is available to radio broadcasters, more than 400 of whom have become associate members of AP this year.

AP will continue its experiments with video pictures following the inauguration of its regular daily service, Mr. Wagnon said. Beginning Nov. 16 AP has supplied 15 minutes of news movies each Sunday evening to WMAR, video station of the Baltimore Sunpapers, which has fed them over the coaxial cable to WFIL-TV Philadelphia and WCBS-TV New York for simultaneous telecasting. Movies of the royal wedding procession made by four AP cameramen in London were broadcast from Baltimore over that same CBS video network Nov. 21, day following the event.

Mr. Wagnon, with a background of some 20 years of newspaper experience, was in charge of AP's Philadelphia bureau for the last six years, a post which permitted him to keep abreast of video developments at the neighboring plants of RCA and Philco. He also headed the AP office in London during the blitz.

Bunte Spots

BUNTE BROTHERS, Chicago, through Presba, Fellers and Presba, Chicago, will use minute and 30-second spots on major market stations effective Dec. 1, agency indicated. No other details were disclosed.

Ballentine's Stand on AM-TV Announcer Complicating Yankee's 1948 Telecasts

DESIRE of P. Ballentine & Sons to use on television the same announcers they do on aural broadcasts is holding up a quarter-million dollar or more contract for the company to sponsor the telecasts as well as the broadcasts of the home games of the New York Yankees during 1948.

The Newark brewing company reportedly is ready to sponsor the Yankees' telecasts on WABD New York, where they were carried sustaining during 1947 even at the increased rate demanded by the Yankees since winning the World Series last fall. However, Ballentine wants to have the telecasts announced by Mel Allen and Russ Hodges, who do the play-by-play radio broadcasts of the Yankees' games on WINS New York. The dual radio-video announcing chore could probably be worked out without too much trouble, but the problem that has not been solved to date is what to do about General Cigar Co., which shares the WINS baseball broadcasts with Ballentine on an alternate day basis, whereas Ballentine will sponsor the telecasts on its own.

Days that the WINS commercials go to Ballentine ale or beer would be all right for television. But the other days, when the radio plugs are for White Owl Cigars, are something else again and even J. Walter Thompson Co., agency for both clients, has not figured out how the same announcers can give commercials for different products on different media at the same time without some gosh-awful mixups.

Everyone concerned seems sure that the problem is not unsurmountable and that a solution will be forthcoming, but last week no one knew what it was. Meanwhile, whatever happens to the telecasts, WINS will broadcast the Yankee games for Ballentine and White Owl under a three-year contract that began with the 1946 season.

WCBS-TV New York will telecast the home games of the Brooklyn Dodgers again in 1948 under its long-term contract for that club's video rights. Last summer WCBS-TV was the only New York video station to sell its baseball telecasts, with Ford Motor Co. and General Foods Corp. co-sponsoring on an alternate day basis. Price for sponsorship is said to be "considerably higher" than the $50,000 which the Dodgers received in 1947.

WNBT New York, which televised the Giants games as sustainers during the past season, as yet has made no arrangements to repeat telecasts in 1948.

VIDEO PLAYHOUSE

NBC, ANTA Begin New Series Of 12 Dramas

FOLLOWING up its deal with the Theatre Guild whereby the guild is producing six of its plays on NBC television this winter, NBC announced last week that it has concluded an agreement with the American National Theatre and Academy for 12 half-hour dramatic productions to be televised during the next six months. This series, entitled *The Television Playhouse*, was to start last night (Nov. 30) with "The Last of My Solid Gold Watches" by Tennessee Williams.

Vinton Freedley, president of ANTA, which is chartered by Congress as the official national theatre of the U. S., expressed the belief that television can help ANTA tremendously in its major aim of providing more theatre for more people throughout the land. "We welcome," he said, "this opportunity of collaborating with NBC on a series of dramatic productions and are confident that together we can present something new and different in television entertainment."

He announced that ANTA had appointed an advisory committee to assist in the television productions, including himself, Clarence Derwent, Helen Hayes and Raymond Massey. Richard Harrity, playwright and television writer, will be executive producer for ANTA for the series.

NBC's second Theatre Guild telecast, *The Late George Apley*, will positively go on Dec. 7 as scheduled, NBC stated last week. Matter had been in doubt when it was discovered that in addition to Max Gordon, from whom NBC had obtained the video rights to the drama, clearance must also be obtained from 20th Century-Fox, who purchased the picture rights to the play. The motion picture company finally gave its consent in exchange for a plug for the picture during the telecast.

Florida Campaign

IN ADDITION to its regular advertising campaign, Griffin Allwhite Shoe Polish, New York, every year adds a spot announcement campaign in Florida during the vacation season. The firm will start its annual campaign this year on Dec. 15 for 15 weeks on eight stations in the state. Bermingham, Castleman and Pierce, New York, is the agency.

Set Owners to Aid Tests for Stratovision

Band 6 to Be Used In Westinghouse Study

By J. FRANK BEATTY

HUNDREDS of thousands of television and FM set owners will serve as volunteer monitors in perhaps the most extensive research project in electronics history when Stratovision takes to the air again in early 1948.

Westinghouse Electric Corp. will unveil its "skyhook" network-relay system in a new form—television—early in 1948 when it enters Phase 2 of its Stratovision experiments.

The reports from FM and TV set owners likely will play an important role in determining whether Stratovision is an engineer's dream or the key to an entirely new system of electronic networking.

Month after month of careful laboratory preparation will culminate in the Phase 2 tests. Since completion of Phase 1 a year ago, Westinghouse engineers have been meeting and solving countless problems as new and unexpected complications have developed.

All the tests are aimed toward one Westinghouse goal. They are part of the long-range project to prove the feasibility of spraying most of the U. S. population with network programs transmitted from high-flying airplanes.

First revealed by BROADCASTING [Aug. 6, 1945], Stratovision envisions the use of perhaps 14 planes flying over fixed courses and networking eight or nine different program services—standard broadcast, television and FM—to nearly four-fifths of the population.

Plane Pickup

The planes would pick up programs from ground-station relays, or directly from conventional transmissions, transmitting to listeners and televiewers as well as relaying to other planes in the system.

The Stratovision experiments are being conducted by Charles E. Nobles, 29-year-old engineer who conceived the idea. He is working under Walter Evans, Westinghouse Electric Corp. vice president in charge of radio, a pioneer in electronic engineering.

Thus far Westinghouse has been satisfied to look on Stratovision as an engineering experiment. Only promotional effort was the unveiling of the idea in New York Aug. 9, 1945.

This reticence, typical of the Westinghouse policy of withholding promotion techniques until full commercial production is under way, has inspired numerous suggestions that the whole Stratovision project had been laid on the shelf.

Even results of the first phase of Stratovision tests were known only to engineers and the FCC until published in BROADCASTING, Feb. 24, 1946. The report was submitted by C. J. Burnside, manager of Westinghouse Industrial Electronics Division.

The first phase was designed to show that signals in th 100 and 500-mc bands could be transmitted from an airplane flying at 20,000 feet over a wide area. The transmissions were so successful that Westinghouse engineers were convinced they could cover an area 400 or more miles in diameter from a plane flying at 30,000 feet.

The second phase is designed to establish that broadcast service (audio and visual) can be transmitted from planes to provide reliable reception over 400-mile areas.

This phase will include television programs relayed over a conical ground beam from the Westinghouse plant at Baltimore. The relay signal probably will be in the 500-mc band. The plane will pick up these signals and rebroadcast on conventional TV-FM bands. In addition, it will broadcast its own programs as well as signals from television stations in other cities while flying over the eastern half of the country. It is not known whether the plane will conduct tests in the West during Phase 2.

Mr. Evans

By transmitting within the range of television receivers in the hands of the public, Westinghouse hopes to obtain data helpful in answering many of the thousands of questions still facing Statovision engineers.

To Study 'Ghost' Effects

Among problems still unanswered are the reflection effects caused by the fact that the signals hit the ground from various angles depending on location of receivers within the reception area. These potential ghost effects will be studied at length, though engineers are hopeful that they will not be serious.

Another aspect is the shadowing influence in the case of receivers located in low points or on the side of hills sloping away from the plane.

By using Television Band 6 (82-88 mc), Westinghouse will be putting out TV signals that all set owners within range can tune. In addition, all FM set owners are potential participants in this widespread research effort. The Stratovision TV signals will be within the range of most FM sets because the audio portion is located 75 kc from the top of the band, just off the first FM band.

Mr. Burnside

The unexpected hurdles that have faced experimenters in preparing for the second phase have been overcome by typical engineering persistence. For example, the hinged antennas that retract into the fuselage of the Stratovision test plane have operated properly on the ground only to develop "bugs" as soon as the craft rose into the air.

Equipment Problems

Problem of developing new equipment of all types capable of being tucked into the relatively small area of the plane has been licked, though engineers have broken a lot of new ground in the process.

The plane itself, a converted B-29 bomber, has developed annoying idiosyncracies at the Martin plant at Baltimore. When engine troubles had been handled by aeronautics experts, the gasoline tanks and feed lines developed leaks due to age and storage. However, the plane is expected to be in shape soon for the Phase 2 experiments.

Original Stratovision tests were conducted in the only plane obtainable at the end of the war, an obsolete Lockheed bomber. The pioneer plane was not designed for high-altitude flying and lacked pressurizing facilities.

The B-29 is expected to be more nearly weather proof, though still not the type envisioned for eventual Stratovision service. The Martin plant has plans on the drafting boards for a special all-weather plane designed to stay in the air for a half-day while carrying heavy loads of electronic gear and personnel.

Extent of the Westinghouse faith in its project is shown by the fact that experiments will be conducted in mid-winter, when weather hazards are greatest. Experiments will be conducted publicly when the plane is ready for transmission flights and after necessary equipment tests.

All Program Types

The Westinghouse Baltimore plant will transmit all types of programming for Stratovision pick-up and rebroadcasting. Test patterns, motion pictures and live programs will be transmitted.

Engineers have carefully studied signal patterns of television stations now on the air and believe that a plane flying 20,000 to 30,000 feet above Washington, for example, can pick up direct the signals from New York TV stations nearly 200 miles away and retransmit them over an area with a 400-mile diameter.

As in the case of the first Stratovision experiments, FCC engineers are expected to observe the transmissions. The readings of FCC monitoring stations were included in results of the first phase. Complete engineering data were provided FCC when the phase was closed.

Other television developments of the week in this issue:

Ballentine Wants TV-AM Announcer on Games p. 16
AP Starts Daily Newsreel Service Dec. 15 p. 16
Third Baltimore Video Outlet Plans Start p. 16
KTLA-Promoter Suit on Telecast in Court p. 16
Video Playhouse Series Is Started p. 16
WABD Seeking AAC Playoff Telecast p. 20
New WTMJ-TV Milwaukee Begins Dec. 3 p. 30
FCC May Make Mandatory FM-TV Letter Policy p. 31
Form TV Show Demonstrated at NARFD Meeting p. 32
Television Will Follow AM Pattern, Says Gamble p. 42
TV Future Depends on Cost Factor—by Murray Spitzer p. 44
General Foods, HCA Join Garden TV Sponsors p. 56
WFIL-TV's New Educational Series Tells Cancer Story p. 58
TBA Clinic to Feature Relay Discussion p. 84
Pro Basketball Added by WBKB p. 89

(Also see various note departments for video personal changes, appointments, etc.)

WORL GETS EXTENSION BUT FCC QUALIFIES IT

WORL Boston, appealing from an FCC decision denying its application for license renewal, was assured by the Commission last week that it will continue to get temporary extensions of license so long as it proceeds "diligently" with its appeal.

The Commission announced that the station's temporary license had been extended from Nov. 30 to Feb. 29, 1948, "provided, however, that WORL may make application for further extension of the temporary license upon a showing that it is proceeding diligently in the prosecution of its appeal."

License renewal was denied on concealed-ownership grounds [BROADCASTING, Oct. 27]. WORL countered shortly with notice of appeal to the Court of Appeals for the District of Columbia [BROADCASTING, Nov. 10]. Meanwhile, FCC has set for hearing on Dec. 15 six applications for WORL's facilities (950 kc, 1 kw, day).

Orders for BMB Interim Study Lag

Research Organization Announces Schedule Of Deadlines

BMB OFFICIALS would like to know what has become of all the broadcasters who urged the tripartite research organization to make a second nationwide study in 1947 and who protested vehemently when it was announced that the second BMB study had been further postponed from March 1948 to the same month of 1949.

As of last week, with the originally-announced deadline of Dec. 15 for subscriptions to the 1948 interim study less than three weeks off, only about a dozen of the several hundred broadcasters who have inquired about the BMB studies had actually ordered them made.

In addition to those station operators who had protested about the delay in getting new BMB statistics about their listeners, BMB also is wondering about the scores of new stations not on the air at the time of the first study in 1946 but who have since become subscribers to BMB under its new 15-point plan. If they are sold enough on BMB to sign up for the long pull, they would be expected to jump at the chance to get 1948 data and not to wait for the 1949 study to be made, BMB reasons, yet they have not done so.

Time Schedule

Last week BMB announced a time schedule of progressive deadlines for the interim studies, which gives stations until Jan. 5 to get their orders in and permits them to expand those orders for new places until Jan. 15 and for places already ordered by other broadcasters until Feb. 1, after which date no orders of any kind can be taken for the March studies.

On Dec. 15 BMB will publish lists of all stations which have ordered interim studies and of all stations which have asked about such studies, plus lists of all places (counties or measured cities) ordered and asked about. This will give broadcasters a chance to see what the overall picture is and to calculate their chances of sharing expenses with one or more other stations for surveying a particular city or country.

Jan. 5 was set as the closing date for stations as BMB can wait no longer to know with whom it is going to deal for the March studies. Stations ordering surveys by that date will be asked to indicate also places they might be interested in having studied if the costs could be shared. BMB will send immediately to all stations which have ordered studies lists of places ordered and asked about.

Jan. 15 is the deadline for the receipt of orders for additional places, for which studies were not previously ordered by any broadcaster.

For the remainder of January BMB will accept orders from stations wishing to share in studies for places already ordered by other broadcasters.

Feb. 1 is the final date for accepting any orders for interim studies of any kind.

Prices of Studies

Prices of the interim studies range from $75 for a single participant or $100 for multiple participants for a study on a measured city or county of less than 2,500 radio families to $350 single or $375 shared for a place with more than 500,000 radio families.

Two new station subscribers were reported by BMB last week—WOR New York and WKY Oklahoma City—bringing the total of BMB members to 517, including 503 AM stations, 7 FM stations and 7 networks.

---

500 OUTLETS TO CARRY VFW-SPONSORED SERIES

FIVE HUNDRED stations across the country will carry a new 13-week series to be sponsored by the Veterans of Foreign Wars. Decision to sponsor the programs was made at VFW's recent national convention in Cleveland.

The series will be produced and distributed by Robert J. Enders Advertising, Washington, D. C., which produced a similar 13-week series for VFW last spring. That series ran on 518 stations and featured 14 top Hollywood stars, in addition to UN Representative Warren R. Austin, Gen. George C. Kenney, Hugh Gibson and Maj. Alexander de Seversky.

Head of the Enders agency, Robert J. Enders, will leave for Hollywood Jan. 1 to produce the new series.

Let's Counteract Russian Propaganda, Solons Demand

DEMANDS that the interim-aid program now before Congress provide for an increased information service to counteract Russian propaganda abroad were voiced last week by a growing list of congressmen.

Hope was expressed by Sen. Scott W. Lucas (D-Ill.) that when the State Dept. negotiates with the various governments, "it follow through and reach agreements which will give this country the right to give information and disseminate propaganda along American lines, so that those people will really know exactly what America is doing."

Sen. Arthur H. Vandenberg (R-Mich.), president pro tem of the Senate and chairman of the Foreign Relations Committee, agreed with Mr. Lucas on the point and said that the State Dept. had been put on notice to survey the matter.

Cites Need to Awake

Declaring that "it is about time that America awakes and acts, through the Voice of America," Senator Lucas said that "otherwise the value of a great number of things we are going to do, even in this interim-aid program, in my humble opinion, will be lost."

Using France as an example, the Illinois senator suggested using funds from a revolving fund "to furnish information to the French people as to the origin, character and source of the supplies, goods and materials we are sending them." Stressing the need for quick action, either on his suggestion, or one which would accomplish the same effect, Sen. Lucas said, "I definitely think the pending bill should not be passed without proper amendments, unless we have a definite commitment, somewhere, that the Mundt bill is going to pass the Senate at this special session, so that money may be appropriated to be used by the Voice of America . . . to counteract the propaganda carried on by Russia."

Agrees With Lucas

Sen. H. Alexander Smith (R-N. J.), co-chairman of a Senate-House committee which made a European investigation this summer, and a staunch advocate of the "Voice of America," concurred with Senator Lucas and said he hoped the Senate would pass the House-approved Mundt bill during the special session so the U. S. can make clear "what we are doing and why we are doing it."

Further support of Senator Lucas' idea came from Sen. Henry Cabot Lodge Jr. (R-Mass.), who said that "it might be very good judgment and desirable and proper . . . for us to use these (revolving) funds, for example, to buy time on local radio stations." Asserting that "we very materially skimped our public-information program," Senator Lodge said this offered "an opportunity to use funds in a legitimate way, to get services abroad which we need, and which could be bought with local currencies."

Meanwhile, from Rep. Karl E. Mundt (R-S. D.), author of the Mundt bill and co-chairman with Senator Smith of the Senate-House investigating committee, came re-

(Continued on page 87)

Subscription Plan Hopes Are Revived

Rolf Kaltenborn May Launch Benton-Fly Project Anew

PLANS FOR REVIVING the subscription radio project conceived during the war by William Benton, former assistant secretary of state, James Lawrence Fly, ex-FCC chairman, and others were announced last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC News Analyst H. V. Kaltenborn.

Dr. Kaltenborn said that if the FCC approves he will launch the project within a month on a test basis over a Chicago AM station to be bought for him by a financial backer. He refused to identify either the station which he proposes to acquire or his backer.

In essence the plan calls for installing in the radio sets of subscribers a device which "clears" programs in a particular channel or channels. Radios unequipped with the device, for which a monthly rental fee will be charged, cannot receive these programs.

The original project was submitted to the FCC for approval by Mr. Benton and his associates but later withdrawn before being acted upon. This involved assignment of several FM Channels for "Pig Squeal" service.

According to Dr. Kaltenborn, adoption of such a plan on a general scale will help to free American radio of what he describes as the bondage of control by advertisers. If the Chicago test is successful, the plan will be duplicated nationally, he said.

Dr. Kaltenborn, who currently is lecturing on radio in a speaking tour of the east (see editorial page 48), said that the "enthusiastic response" of his audience to the idea has convinced him the plan would prove successful once attempted.

His thoughts on the subject of subscription radio are set forth at length in a book titled "The Cause and Cure of American Radio," soon to be published by Viking Press.

Stock for Sale

THOMASCOLOR Inc., Los Angeles, has received clearance from the Securities and Exchange Commission to sell $10,000,000 worth of stock to the public. While not approving the stock sale, SEC Thursday permitted the company's registration statement covering 1,000,000 shares of $5 par common to become effective—a necessary step before Thomascolor can put the shares on the market. The company, founded by Richard Thomas, 48, was organized to manufacture and develop a color process for television and motion pictures.

From Apples to Ambrosia With Burnett

Agency Billing Has Increased 12 Times Over in 12 Years

By FRED SAMPLE

IN 1935 a group of Chicago admen, armed with a bowl of apples (Jonathans) and a barrel of ideas, signed a lease with the London Guarantee Building for 750 square feet of office space and, for better or worse, notified the world that Leo Burnett Co. was prepared to operate as an advertising agency. Today, surrounded by carpenters, plasterers and electricians, the Leo Burnett agency is slowly recovering from a severe case of growing pains, in 21,000 square feet of space occupying the entire 15th and 16th floors of the building.

In the intervening 12 years the Burnett key group has been joined by scores of ad experts and by a sufficient number of clients to increase its annual billing approximately twelve times.

Most Still There

Of the seven who embarked with Leo Burnett on the do-or-die voyage into the tricky head-waters of the agency business, only two have departed to other fields. One, John Riley, achieved a life-time ambition by buying a Tennessee newspaper, and the other, Joe Ainley, is a well-known Hollywood radio producer.

The original seven included Jack O'Kieffe, now vice president and consumer copy chief; John Olson, the agency's art director; Margaret Stevens, a copy writer; Mary Keating, Mr. Burnett's secretary; F. Strother Cary, account executive, and the aforementioned Messrs. Riley and Ainley.

But far from being a "one-man agency," Mr. Burnett has shrewdly displayed the judgment of a big league manager in recruiting the top men for the specific jobs. In 1939 he brought in as executive vice president, R. N. (Dick) Heath, from the Curtis Publishing Co. When Joe Ainley resigned to free-lance in the radio world he was replaced by Frank Ferrin, who now heads his own Hollywood radio production firm.

Other men who have hitched their respective wagons to the Burnett star (all Burnett stationery is embossed with a hand grasping at Ursa Major) are E. Ross Gamble, now media director and treasurer, James E. Weber, who came to Burnett from Armour & Co., and William L. Weddell, who left NBC to become vice president in charge of the agency's radio division.

Bill Weddell (l), Burnett radio director, confers with Agency Head Leo Burnett.

There are few men, if any, in the advertising world today with more faith in the power of radio as a means of reaching a mass audience than the bushy-browed, stocky Leo Burnett. From its inception the agency has looked on radio as one of its most formidable weapons in doing a successful selling job for its clients.

Real Silk Success

Of the three accounts with which Burnett set up store, the Real Silk Hosiery Mills was one of radio's first and biggest customers, sponsoring the famous *Silken Strings* on NBC.

It is interesting to note in passing, that one of the other two original accounts, Minnesota Valley Canning Co., now sponsors Fred Waring each Friday on NBC, to promote its Green Giant brand peas and its Niblets brand whole kernel corn.

To the three original accounts (Minnesota Valley, Hoover electric cleaners and Real Silk) the Burnett agency has added 17 other national advertisers. Today $3,500,000 of its total billing goes directly into radio.

Other Burnett Clients

In addition to these two accounts, other of Burnett clients which are heavy investors in radio are American Meat Institute, also sponsors of the Waring show on Tuesdays and Thursdays. The Pure Oil Co., sponsors of H. V. Kaltenborn; the Brown Shoe Co., which sponsors *Smilin' Ed McConnell and His Buster Brown Gang* every Saturday morning; and Standard Brands, whose product, Shefford Cheese, last year shared with Tenderleaf Tea (through J. Walter Thompson) sponsorship of the Fred Allen show. This September, Shefford moved from the Allen program to joint sponsorship with Fleishmann's Yeast of *One Man's Family*.

The growth of Burnett's radio department is one of the most interesting in the history of advertising. As a case in point, Burnett's conviction that its client, Pure Oil Co., needed radio is itself an outstanding success story. Pure Oil, under Burnett counsel, first employed radio as an addi-

(*Continued on page 78*)

THE STAR of the Leo Burnett Agency in Chicago is burning brighter today than ever before in its 12-year history. To an original three accounts Burnett has added 17 other national advertisers. And $3,500,000 of its total billing goes into radio. The personnel has also grown from a staff of seven to 160 employes. The agency is now gearing for the highly competitive era it sees ahead.

BURNETT AIDES pitch in to coordinate media problems. L to r (seated) Jack O'Kieffe, vice president in charge of creative work; Don Colvin, account executive; John Crawford, writer; Mr. Burnett; E. Ross Gamble, vice president and media director; William T. Young, plan board member; James E. Weber, vice president and plan board member. Standing: Jim Love, creative department; H. Cody Sattley, radio copy director; R. N. Heath, executive vice president; John E. Olson, vice president in charge of art, and William Weddell, vice president in charge of radio.

U. S. DELEGATION to Havana Conference of Engineers on NARBA revision are (l to r front): Donald R. MacQuivey, vice chairman U. S. delegation, State Dept.; Joseph M. Kittner, FCC Legal Dept.; K. Neal McNaughten, chief, FCC Standards Allocation Division; James E. Barr, chief, FCC Standard Broadcast Division; George Gadea, translator and FCC engineer; George E. Sterling, delegation chairman, chief engineer FCC; Edgar Vandivere, FCC Technical Information Division. Second row: Charles Horn, observer; Jack DeWitt, Clear Channel Broadcasting Service; James D. Parker, CBS; Raymond Guy, NBC; John Preston, ABC; Ray Harrell, U. S. Embassy, Havana; Royal V. Howard, of the NAB.

* * *

Havana Conference Closes Main Engineering Business

REJECTION last week of Mexico's proposal looking toward shifting of all stations on 630 and 980 kc to 1220 and 1570 kc to provide that country with two frequencies for Class A use served to close main business of the Havana Conference of Engineers, according to Royal V. Howard, NAB Director of Engineering. The conference convened Nov. 1 to discuss engineering matters preliminary to the third NARBA meeting in Montreal next August.

Havana session is to adjourn Dec. 5.

The Mexican plan for technical discussion of its proposals was turned down by Committee B, of which the chairman is Guillermo Morales, Chief, Radio Licensing Bureau, Cuban Ministry of Communications. The committee ruled the proposal was outside the scope of conference agenda.

Mexico's Position

On behalf of the Mexican delegation, Lazara Barajas stated the country needs two more clear channels in low frequencies to service sparse areas. Regional channels were chosen on the ground that need of other countries for clears is recognized and the nation desired a study made to determine what changes would be necessary.

In reply to the proposal Mariano Durland, of Cuba, said changes in existing allocations would not be discussed. Cuba is now using the channels desired by Mexico. After long argument, Mexico withdrew all proposals and subjects for discussion.

Though adhering to the withdrawal, Mexico remained to hear the remaining technical data provided by the United States in connection with skywave propagation and vertical angles of radiation, latitude effects and the U. S. proposal for elimination of the 1800 and 2800-mile rule in the present treaty.

Mexico's topics for discussion, on which the disagreement was based, included:

1—Assignment as Class I-A channels to Mexico of 590, 630, 950 and 980 kc. Mexico would be willing to give up 1220 and 1570 kc.

2—Permissible interfering signals, Mexico contending these channels should be cleared to the Canadian border to permit broadcasting to Mexican residents and subjects in the United States.

3—Elimination of the present 650-mile border rule for location of stations.

Previously Mexico had asked U. S. Delegate James Barr, head of the AM Division, FCC Engineering Dept., why the U. S. proposed to classify stations of 500 w or less on Class III channels as Class IV-F. Mr. Barr replied that the present treaty permits Class IV stations to operate on Class III channels without protection from Class III stations, and the U. S. desires to maintain this practice.

Mexico answered that it believed the stations should have the same protection as any others on the channel and that stations between the present 500 w minimum for Class III and 250 w for Class IV should be classified Class III.

Cuba is expected to place before the Canadian conference a proposal for use of the term "national" instead of "clear" channels, but it indicates it will not accept the 650-mile rule.

WALTER BROWN BUYS MORE STOCK IN WORD

WALTER J. BROWN, president and principal stockholder of WORD Spartanburg, S. C., has acquired the 33.3% interest held by General Newspapers Inc., publishers of the *Spartanburg Herald-Journal* and other newspapers, for approximately $36,500. He now owns 84.9% of the stock.

Mr. Brown, in addition to being president and general manager of WORD, owns 30% of WTNT Augusta. Other stockholders in WORD, an ABC affiliate operating on 1400 kc with 250 w, are James F. Byrnes former Secretary of State and Turner Catledge assistant managing editor of the *New York Times*, 5% each; D. S. Burnside, 2.6%, and Mrs. Evelyn C. Wyche, 2.5%.

All-America Conference Finals May be Telecast

RUPPERT BREWERY will sponsor a telecast of the championship play-off games of the All-America Football Conference between the New York Yankees and the Cleveland Browns on WABD New York IF the Yankees won yesterday's contest with the Buffalo Bills.

If the Bills won, they will have to play the Yanks again to determine the Eastern Division leader and if the Bills also win that game they will meet the Browns for the national championship in Buffalo, where there is no television. Yankee games during the fall pro season have been telecast on WABD on Sunday afternoons under the sponsorship of Springs Mills, placed direct. Lennen & Mitchell is the Ruppert agency.

WBAL Case Uncovers Blue Book Issue

Pearson-Allen Analyzes Station's Program Log Record

IS THE BLUE BOOK compilation of WBAL Baltimore programming a just determination?

Counter exhibits seeking respectively to deny and affirm this issue were introduced last week by both WBAL and Pearson-Allen at further FCC hearing of the Hearst-owned station's application for renewal of license and the competitive request for its facilities by Pearson-Allen. The clear channel assignment of 50 kw on 1090 kc is at stake.

Public Service Radio Corp., headed by Columnists Drew Pearson and Robert S. Allen, presented its own "analysis" of the WBAL program logs for periods comparable to those earlier covered by the NBC affiliate's exhibits [BROADCASTING, Nov. 10, 17]. One Pearson-Allen exhibit covered the week of April 23, 1944, the period used in the Blue Book discussion of WBAL.

The Baltimore station thereupon entered an additional exhibit of its own for the same period used in the Blue Book and which it had not previously presented. It was indicated the exhibit would show that an accurate or representative compilation of station service cannot be drawn from the log alone. WBAL stressed that such a log compilation cannot fairly be compared with definitions and standards associated with the Blue Book since FCC's rules do not require all such necessary information be included in the log.

A full session Tuesday and a half-session Wednesday constituted last week's portion of the proceeding. The hearing resumes today (Dec. 1) with current prediction of wind-up set for mid-December.

Further direct testimony of Harold C. Burke, WBAL manager and newly appointed Hearst Radio Inc. vice president in charge of WBAL, was heard Tuesday morning. He reviewed religious program policy and the dropping of commercial religious shows in August 1946, the station's continuity acceptance rules and announcement policy.

Mr. Burke stated that the number of spot announcements did not become a problem until 1943 when the newsprint shortage turned many advertisers to radio. He said a great many spots were offered for this reason during 1944-45 and "we took more than we should at times, perhaps." The firms had nothing to sell but their name in association with support of various patriotic ventures for the most part, he explained.

A late 1944 effort to meet the problem by cutting announcements from 75 to 50 words was not successful, Mr. Burke related, but a subsequent rate boost in latter 1945 did cut the number and make the remainder more effective, he said.

To another question Mr. Burke stated "We have never double spotted" and explained it was the policy to space announcements. Regard-

(*Continued on page 73*)

Here's that hurricane's eye

You probably have seen a picture like this before in the newspapers, but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top. Incidentally, they say you can see the eye from the ground as well as from above.

The thing that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market . . . and if you look long enough and you get the breaks, you'll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

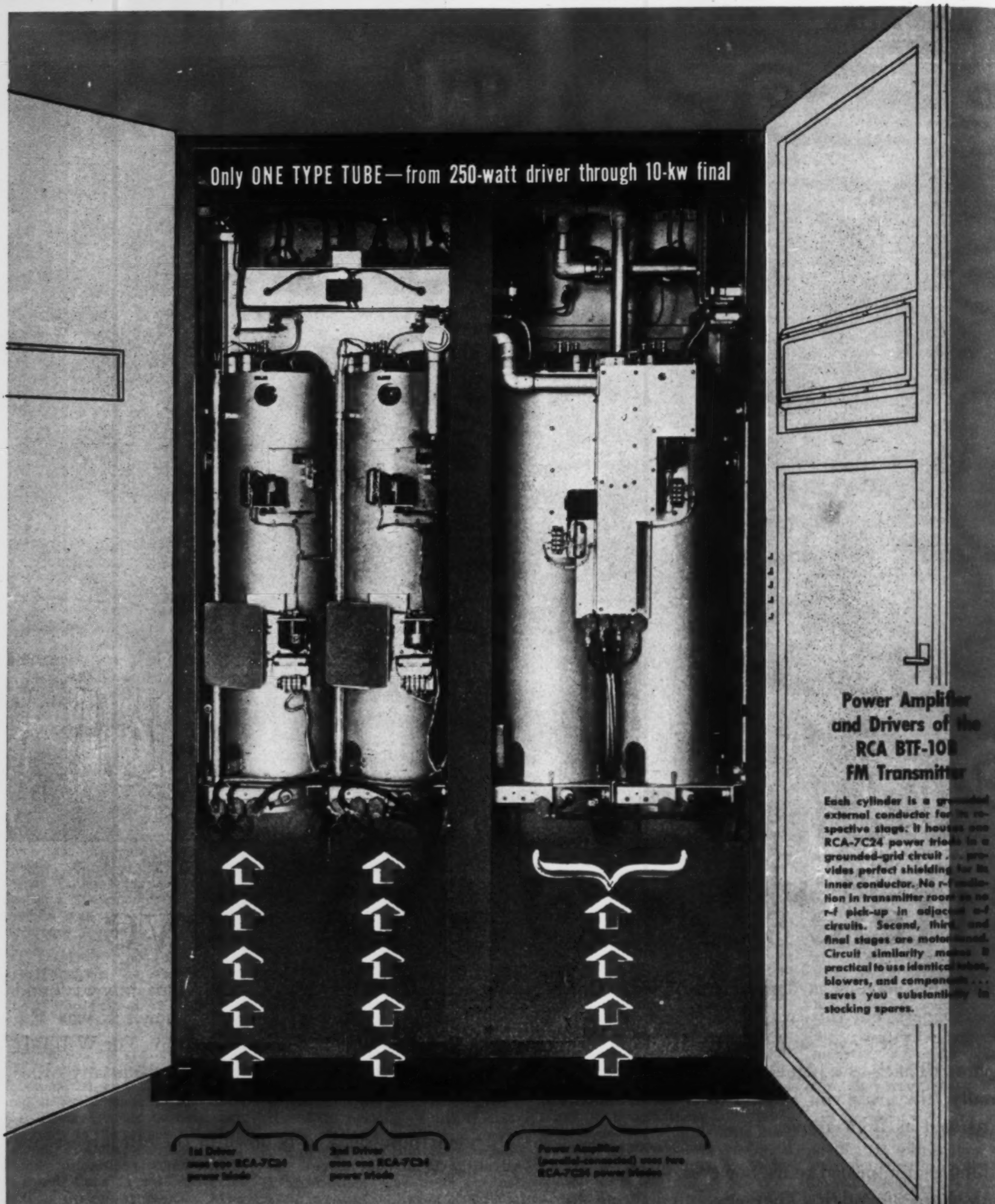
To get those sales costs down in the 6th largest city . . . use W-I-T-H.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*


Only ONE TYPE TUBE—from 250-watt driver through 10-kw final
1st Driver uses one RCA-7C24 power triode
2nd Driver uses one RCA-7C24 power triode
Power Amplifier (parallel-connected) uses two RCA-7C24 power triodes

Power Amplifier and Drivers of the RCA BTF-10B FM Transmitter

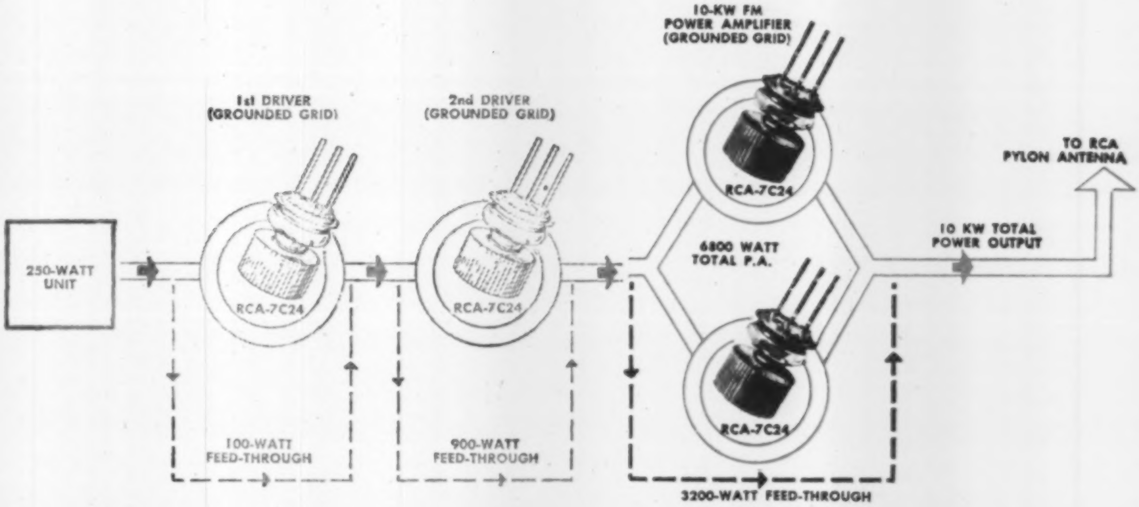
Each cylinder is a grounded external conductor for its respective stage. It houses one RCA-7C24 power triode in a grounded-grid circuit . . . provides perfect shielding for its inner conductor. No r-f radiation in transmitter room so no r-f pick-up in adjacent a-f circuits. Second, third, and final stages are motor-tuned. Circuit similarity makes it practical to use identical tubes, blowers, and components . . . saves you substantially in stocking spares.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

$290.⁰⁰ buys the two tubes in this 10-KW FM Amplifier

... because it uses high-stability grounded-grid circuits with power feed-through

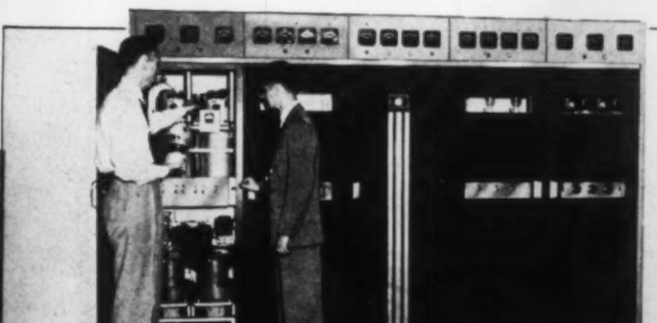

10-KW FM POWER AMPLIFIER (GROUNDED GRID)
1st DRIVER (GROUNDED GRID)
2nd DRIVER (GROUNDED GRID)
TO RCA PYLON ANTENNA
250-WATT UNIT
RCA-7C24
RCA-7C24
RCA-7C24
RCA-7C24
6800 WATT TOTAL P.A.
10 KW TOTAL POWER OUTPUT
100-WATT FEED-THROUGH
900-WATT FEED-THROUGH
3200-WATT FEED-THROUGH

PLENTY OF REASON why RCA's revolutionary new 10-kw FM transmitter costs less to run . . . because this grounded-grid final power amplifier and 2-stage grounded-grid driver *share the load.*

Here, nearly 3200 watts of power from the drivers automatically add to the output of the final power amplifier—because the r-f input and output of each tube is in series . . . and in phase. Consequently, only four 7C24's are used in the entire transmitter.

In this 2-tube power amplifier and 2-stage driver, the tanks are concentric lines using RCA-7C24's in grounded-grid circuits. All tanks are similar. Each plate circuit is isolated from its grid circuit by perfect shielding. Benefits: neutralizing is unnecessary. Tuning is easier. Fewer parts are needed. *The tubes and nearly all the components in all four tanks are directly interchangeable.*

For full data on the BTF-10B . . . the 10-kw FM transmitter that requires only 22.5 kw to operate and uses only 14 basic tube types, and just *one* high-voltage power supply, see your RCA Broadcast Sales Engineer, or write Dept. 19-L.



The BTF-10B 10-kw FM Transmitter

Handsome to look at. Sweet to listen to. A genuine satisfaction to supervise. Saves you up to $1500 a year in running costs. The final amplifier is housed in the cubicle at the left. The drivers are housed in the cubicle next to it. Automatic cut-back is available as an accessory.

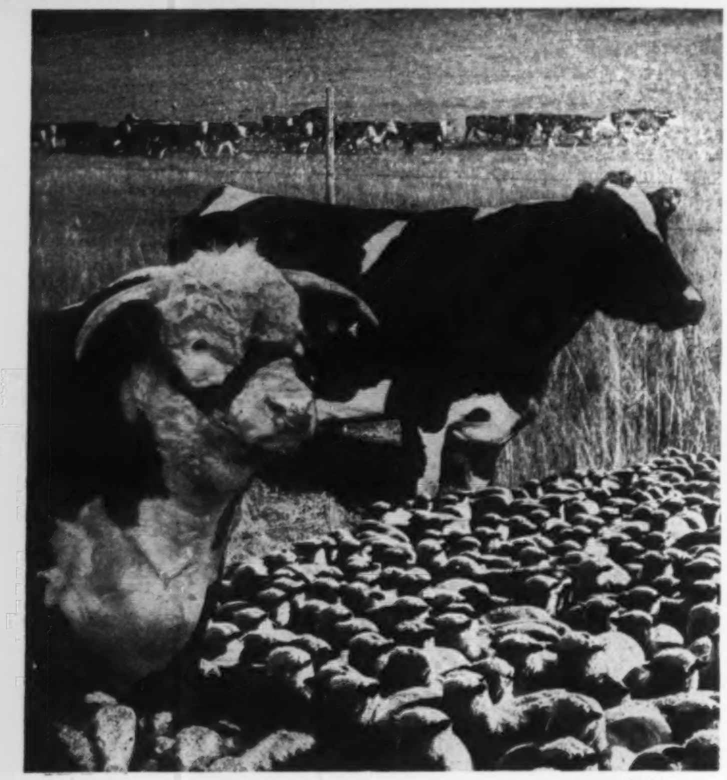


Photo. Courtesy Utah-Idaho Sugar Co.

You're Talking to 26 Million Dollars!

Farmers and stock raisers of Utah will receive about $26,000,000 for their cattle, sheep and wool this year.

And farmers know that — day and night beginning with two great early morning shows, "The Old Corral" at 6 a.m. and "The Western Farmer" at 6:45 a.m., KDYL brings them radio's finest entertainment. That's why KDYL is the popular station with them.

If you want to talk to $26,000,000 — KDYL knows how.

★ ★ ★ KDYL ★ ★

SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

KGO Increases Power to 50 kw Today With Governor Warren Giving Signal

ABC's owned and operated San Francisco station, KGO, today (Dec. 1) increased its power to 50 kw. The signal to turn on the new transmitter was to be given by California's Governor Earl Warren at 9:50 a. m. (PST) from the state capitol. The Governor planned to give the signal during a three-way conversation with Tom Breneman in Hollywood and Edward J. Noble, chairman of the board of ABC, who was in the KGO studios in San Francisco.

The event retired the nation's oldest regularly operating transmitter—a 7,500-watter, in use at its present site in Oakland, Calif., since Jan. 8, 1924.

Frank Marx, ABC chief engineer, stated that during the day time KGO will cover virtually all of Northern California—28,000 square miles, or almost three times its former area. Night coverage, he said, will extend into the state of Washington and into Mexico, an area of 180,000 square miles, twelve times greater than before.

KGO is the second northern California station to receive an FCC grant of 50 kw power. For 14 years KNBC (formerly KPO) was the only station in the area permitted to use the maximum power.

New Transmitter Site

KGO's new transmitter is situated on a man-made island in a salt-water evaporation flat at the southeast end of San Francisco Bay. The transmitter was built by Westinghouse. It incorporates all the modern features, including air-cooled modulator tubes and improved circuit design.

To protect delicate equipment from salt moisture and dust, the building is sealed and equipped with a Westinghouse development, the "Precipitron," which electrically removes salt and dust from the air. The cleansed air in turn cools the huge tubes, utilizing generated heat in broadcasting to heat the building.

The 300-foot towers, installed by Truscon Steel, are used to directionalize power north and south. This avoids interference with WGY Schenectady, which also operates on 810 kc and 50 kw power. Each tower is anchored in the water with huge sheets of copper spreading out into the brine around each tower, providing an efficient ground system.

4-H PCKUPS
Networks, Sponsors, Stations Salute Club

ALL FOUR networks, many sponsors and 70 individual stations have scheduled pickups from the 1947 4-H Club Congress Dec. 1-4 in Chicago. First broadcasts were carried Saturday (Nov. 29) by Allis-Chalmers on its NBC *National Farm & Home Hour,* and ABC's *American Farmer* and *Junior Junction.*

Series of salutes was scheduled Nov. 30 by International Harvester's *Harvest of Stars* on NBC; Electric Co.'s *Electric Hour* on CBS; U. S. Steel's *Theatre Guild* on ABC. Network salutes this week include Kellogg's *Superman,* MBS, and Westinghouse Electric Co.'s *Ted Malone,* ABC. CBS *Country Journal* returns to the air Dec. 6 with a 4-H broadcast from Chicago. *Farm & Home Hour* will carry another program with 4-H guests next Saturday. CBS planned daily broadcasts all this week.

WKY Oklahoma City, WLW Cincinnati, KLZ Denver and WCCO Minneapolis plan pickups by direct wire. Farm program and extension editors from 70 stations will record special interviews for use on over 100 stations.

Wagner Cites Progress Of FM in Indiana Talk

GROWING use of FM by sponsors was claimed by Paul Wagner, manager of WCSI-FM Columbus, Ind., and president of the Indiana FM Broadcasters Assn. (IFMA), in a speech before a joint meeting of his organization and the Indiana FM Assn. of Education by Radio (AER) Nov. 21 in Indianapolis.

Pointing to the fact that his station has 42 newscasts a week, all commercially sponsored, Mr. Wagner said that FM "is now definitely over the hump." He disclosed that Indiana now has seven FM stations operating with three more soon to take the air. As proof of FM's rapid progress, he cited the fact that 1,144 applications have been filed in three years.

GENERAL ELECTRIC Co. has reduced the price of its combination video and AM radio console model from $625 to $495, plus an installation charge of $65.

TION
RAY E CLIFFORD Chairman
HAROLD N FE

CONGRATULATIONS for direction of Denver's Community Chest drive which raised $1,250,691 are extended to Hugh B. Terry (r), KLZ manager, by Milton Bernet, Denver Community Chest president. Mr. Terry was campaign chairman for the drive.

Big Aggie Land is a MAJOR MARKET THAT "MAJORS" IN FARM PRODUCTION

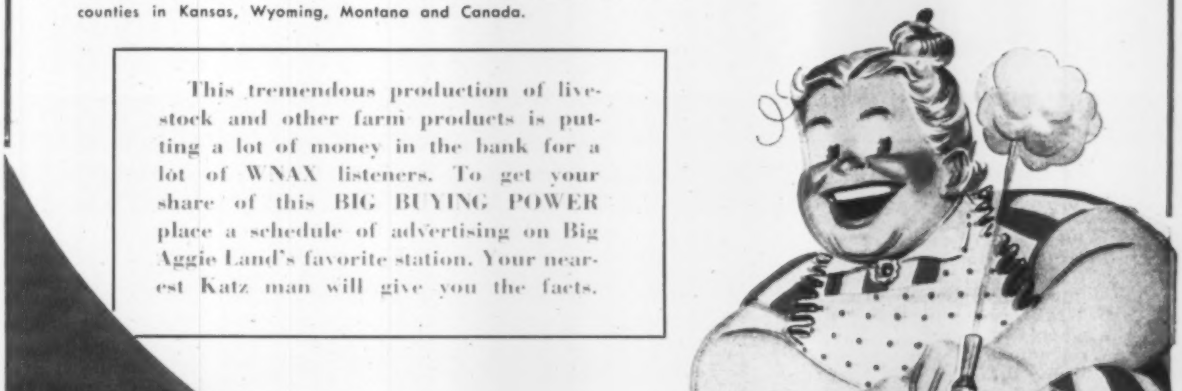
If you've purchased the groceries lately, or have heard the little lady beefin' about the cost of beef, then you'll understand why the figures printed here indicate BIG BUYING POWER in Big Aggie Land.

WNAX BMB AREA (10% & OVER)

STATE	Number All Cattle and Calves	Number Cows and Heifers Milked	Number All Hogs and Pigs	Number Chickens Raised Including Broilers and Fryers	Number Turkeys Raised	Acres Corn For All Purposes	Acres Soybeans
OWA in WNAX BMB Area % of Iowa total	2,762,628 50.86%	625,764 49.29%	3,867,997 50.55%	32,440,961 55.21%	958,319 51.12%	6,335,808 57.64%	1,220,850 61.14%
MINNESOTA in WNAX BMB Area % of Minn. total	2,985,748 78.78%	1,197,539 73.58%	2,226,485 85.15%	37,114,672 80.71%	2,271,001 81.42%	4,899,593 84.87%	271,245 80.86%
NEBRASKA in WNAX BMB Area % of Nebr. total	2,852,138 71.67%	382,510 67.36%	1,611,528 75.15%	19,101,852 66.96%	426,962 60.81%	6,091,058 70.41%	13,299 70.42%
No. DAKOTA in WNAX BMB Area % of No. D. total	1,843,552 98.19%	447,433 98.39%	467,300 99.04%	9,343,979 98.64%	592,300 98.84%	1,237,848 99.35%	4,380 99.91%
So. DAKOTA in WNAX BMB Area % of So. D. total	2,544,020 100%	379,632 100%	1,249,563 100%	15,933,344 100%	353,369 100%	3,939,307 100%	7,657 100%
TOTAL	12,988,086	3,032,878	9,422,873	113,934,808	4,601,951	22,503,614	1,517, 431

Source: U. S. Census of Agriculture, 1945. Does not include WNAX BMB counties in Kansas, Wyoming, Montana and Canada.

This tremendous production of livestock and other farm products is putting a lot of money in the bank for a lot of WNAX listeners. To get your share of this BIG BUYING POWER place a schedule of advertising on Big Aggie Land's favorite station. Your nearest Katz man will give you the facts.



WNAX is available with KRNT & WMT as the Mid-States Group. Ask the Katz Agency for rates.

SIOUX CITY - YANKTON *AFFILIATED WITH THE AMERICAN BROADCASTING CO.*

Facts First Hand

JIM HURLBUT, NBC-WMAQ Chicago commentator, believes in getting the facts first hand for his broadcasts. In preparation for a broadcast which he called *A Day in the Life of a Cabbie*, Mr. Hurlbut proceeded to spend an afternoon and an evening behind the wheel of one of Chicago's two-way radio-equipped Flash cabs. Previously in preparation for broadcasts depicting the activities of policemen and firemen, he spent a night with a police squad and did a 24-hour turn as a fireman.

Iowa Audience Survey Shows Transcriptions Prove Popular

RESIDENTS OF IOWA have little objection to transcribed programs, according to the 1947 Iowa Radio Audience Survey, just completed by Dr. Forest L. Whan of the U. of Wichita.

Of 8,682 families questioned, 85.4% of the women and 81.9% of the men answered "No" to the question:

"If a program, itself, is good, do you object to having it broadcast from a transcription or a recording?"

The tenth annual sampling of Iowa's radio listening habits was conducted by Dr. Whan in 3,786 homes in cities of more than 2,500 population, 1,872 in villages with fewer than 2,500 inhabitants, and in 3,024 farm houses. Based on the 1940 census, his figures represent one interview for each 82 urban families in the state, one for each 86 village families, and one for each 76 farm families.

The question concerning transcriptions was asked because "much controversy has centered around the acceptability to the listening public of programs broadcast from recordings," Dr. Whan explained.

"Both the words 'transcription' and 'recording' were used in the question because those words are generally used in identifying such a program on the air. However, these words were not defined for the listener," he said. "Interviewers were instructed not to discuss the question with the respondent."

As a result, 7.3% of those questioned said they did not know what was meant by "transcription" or "recording." Nine per cent flatly objected to discs.

Sixty per cent of the Iowans polled like to keep their radios tuned to one station, Dr. Whan discovered. He learned this from a four-hour test period in each home. A total of 26.3% tuned in two stations during the period, 10% listened to three stations, 2.7% to four, and .9% to more than four.

Farmers are the earliest listeners, he found. Eight times as many sets are turned on along the Iowa countryside by 5:45 a.m. than in the cities. And the farm folk keep tuned in, as evidenced by 83% in use by 8 a.m. as compared with 54% in urban areas.

Quiz programs are by far the most popular of the "educational" broadcasts heard in the "Tall Corn" state, the survey shows. Forty-two per cent of all sets receiving "educationals" were tuned to quizzes and 27% to talks and speeches, Dr. Whan found.

His study of "best liked" programs put news broadcasts out in front for both men and women, even though the women voted comedians top place last year.

Here is the Iowa trend in "best liked" programs, with percentages based on all questioned in each classification:

	1946	1947
Preferences of women—		
News broadcasts	64.7%	72.1%
Featured comedians	66.8	66.3
Audience participation	41.3	47.4
Popular music	54.6	44.7
Complete drama	46.1	43.1
Variety programs	32.2	32.3
Preferences of men—		
News broadcasts	75.1	80.4
Featured comedians	72.0	71.5
Audience participation	27.4	41.7
Popular music	47.3	39.9
Sports broadcasts	40.7	38.7
Complete drama	35.4	32.7

New Policy on Programs Adopted for CBC Network

NEW NETWORK program policy of Canadian Broadcasting Corp. will provide Wednesday evening sustaining programs on the entire Trans-Canada network, composed of CBC-owned and independently owned stations.

Program policy was announced by CBC Chairman Davidson Dunton to start Dec. 3 and run for the winter months. The entire Wednesday evening radio fare from 7:30 o'clock (EST) "will be devoted to programs that are stimulating, substantial, different, and at times more demanding on the attention of the listener," he said.

The CBC planned this type of programming because there are no commercial network programs on the CBC Trans-Canada network that evening. The Dominion network, consisting of independently owned stations and CBC key station CJBC at Toronto, will have an alternative program schedule, consisting mostly of sponsored programs.

night and day..

WMBD

IS FIRST IN THE HEART OF ILLINOIS

100% greater night-time coverage

With FCC approval of 5000 watts full-time and improved transmitter location, construction is now in progress to assure WMBD even more *Plus*-Power where it counts. WMBD's night-time coverage area blanketing Peoriarea should be at least *doubled*, materially increasing the definite bonus-audience proven by all current surveys. Thus, WMBD soon will give "bonus coverage" of its established bonus-audience.

20% greater day-time coverage

Optimum tower height (.625 wavelength) and improved ground conditions at WMBD's new transmitter location provides further assurance of a signal *first* in Central Illinois. These technical improvements should increase by 20% WMBD's day-time coverage. The Peoria market, of course — reported by Sales Management as the nation's No. 1 radio test city — has long been dominated by its pioneer radio station, WMBD.

First in Peoriarea — AM WMBD FM — Peoria, Illinois

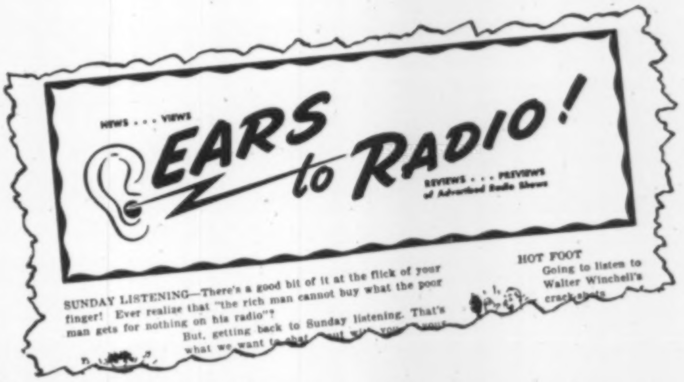
CBS AFFILIATE — 5000 WATTS

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives

NOW . . . *for the first time –*

Controlled

PROGRAM PUBLICITY!



NEWS . . . VIEWS
EARS to RADIO!
REVIEWS . . . PREVIEWS
of Advertised Radio Shows

SUNDAY LISTENING—There's a good bit of it at the flick of your finger! Ever realize that "the rich man cannot buy what the poor man gets for nothing on his radio"?

But, getting back to Sunday listening. That's what we want to

HOT FOOT

Going to listen to Walter Winchell's crack-shots

EARS TO RADIO! is the first syndicated column to bear an editorial format and, at the same time, to be devoted solely to the *positive* support of radio programs.
Its function is to win new listeners and to build greater continued interest within its present listening audience. It guarantees that you, the advertiser, exercise *complete control* over what is written about your program. Here's how it works:

1. **You or your advertising agency buy space in the EARS TO RADIO! column.**
2. **You buy the number of inches on a schedule to best fit your needs.**
3. **EARS TO RADIO! then presents news and comment about your radio shows in the style of the column, *with your approval.***

EARS TO RADIO! is scheduled initially for Sunday publication only, beginning January, 1948. (This restriction is necessary because of the current newsprint shortage.) As soon as possible publication will be extended to week-days. Advertisers in the Sunday column will be accorded priority as space is released in the week-day columns.

Now available is a grand total circulation in excess of 14,000,000 readers of 30 of the nation's top market newspapers.

The rate is low. You can reach this vast audience at less than 10c per thousand.

EARS TO RADIO! affords the opportunity to advertisers to take personal advantage of the extremely high readership of radio news—51% among women, 40% among men.*

We shall welcome the opportunity of supplying complete details.

---

* "The 100-Study Summary of the Continuing Study of Newspaper Reading."

RANDALL & COOPER

50 East 42nd Street NEW YORK CITY 17 MUrray Hill 2-4504
185 N. Wabash Ave., CHICAGO 1, ILL. DEarborn 5272

↓

A responsive audience in excess of 14,000,000 in these leading newspapers–

●

Amarillo (Tex.) Globe, News
Atlanta Journal
Birmingham News Age-Herald
Boston Globe
Boston Herald Traveler
Bridgeport (Conn.) Herald
Chattanooga News-Free Press Times
Chicago Tribune
Cincinnati Enquirer
Corpus Christi (Tex.) Caller-Times
Des Moines Register
Detroit News
Fort Wayne (Ind.) Journal Gazette
Houston Post
Indianapolis Star
Minneapolis Star & Tribune
New Orleans Times-Picayune States
New York News
New York Times
Norfolk (Va.) Ledger-Dispatch, Virginian Pilot
Philadelphia Bulletin
Philadelphia Inquirer
Portland (Me.) Sunday Telegram
San Antonio Express News
Scranton (Pa.) Scrantonian Tribune
St. Louis Post-Dispatch
St. Paul Pioneer Press
Tacoma Tribune News
Washington Star
Wausau (Wis.) Record Herald (Saturday)

●

YOU WON'T SEE US IN AGES (Ky.)!

You won't even *hear* us there, in all likelihood—no, not for ever-so-long! Ages (Ky.) is *outside* WAVE's listening area — along with quite a number of other great throbbing marts like old Blackjoe, and Seventy-six, and Nannie.

But day after day, year after year, WAVE directs its programs at the Louisville Trading Area — with wonderful results! And why not? . . . when you consider that over half Kentucky's population live in this area, and that they *buy* more, and *sell* more, than the rest of the State combined!

WAVE can put your message across to these people at the most economical rates you can hope to find in a coon's age. So don't make it "long time no see". Let's get together *now!*

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KTMC Sale Granted For $100,000 Sum

FCC Approval Is Also Given On Four Other Deals

SALE of KTMC McAlester, Okla., for $100,000 to J. Stanley O'Neill, a veteran in the communications field, was one of five transfers and assignments for which FCC announced its approval last week.

Mr. O'Neill of Lake Mohawk, Sparta, N. J., who owned and operated Fire & Police Radio Communications Co. at Hackensack, N. J., for 14 years until he sold it recently, acquires the 250-w McAlester station, an ABC and Oklahoma Network affiliate operating on 1400 kc, from C. E. Wilson and P. D. Jackson [BROADCASTING, Aug. 11]. He plans to direct the operation of the station. Comr. Clifford J. Durr voted for hearing on the case.

The Commission meanwhile approved the assignment of construction permit for WVOS Liberty, N. Y. (1240 kc, 250 w), from Bernard K. Johnpoll to Sullivan County Broadcasting Co. for a sum equal to Mr. Johnpoll's expenses in construction of the station, but not to exceed $26,020.

Sullivan County Broadcasting is headed by David A. Kyle of Monticello, N. Y., writer and illustrator, who has 14% interest. Other stockholders: Donald A. Corgill, medical student, of Monticello, 18%; Donald V. Murray, war veteran of Monticello, and Arthur L. Cooper, commercial manager of WWSC Glens Falls, N. Y., 14% each; Harriet M. Kyle and Max H. Rhulen, 20% each.

Other assignments approved:

1. Permit for KRCC (FM) Richmond, Calif., from John F. Galvin Sr., trustee for Independent Publishing Co., to his son, John F. Galvin Jr., who acquires 55% interest for $10,900.

2. License for WHMA Anniston, Ala. (1450 kc, 250 w) and permit for WHMA-FM, from Harry M. Ayers individually to Anniston Broadcasting Co., in which he owns 85% interest and his wife 5%, with Malcolm Street and Wilfred Galbraith, business associates and employes of Mr. Ayers, each holding 5%.

3. License for KOCO Salem, Ore. (1490 kc, 250 w) from B. Loring Schmidt to Jennie C. Schmidt as guardian of his estate.

Anti—'Voice'

A DEMAND that pictures of "Voice of America" radio announcers be removed from the window of a fashionable cafe in Bucharest, was voiced last week by the Communist newspaper *Romania Liberia.* Declaring that the cafe "displayed German propaganda pictures" during the war, the paper termed the present display "provacative," because it contained the faces of men who "daily insult Romania and instigate war against her."

Catholic College Group Rates 'Fibber' And 'Baby Snooks' as Most Acceptable

TABULATIONS of the Radio Acceptance Poll, announced by its headquarters in Collegeville, Ind., show the *Baby Snooks* and *Fibber McGee and Molly* programs to be the most "acceptable" radio comedy programs for the weeks beginning Oct. 19 and 26.

Jimmy Durante, whose 77.5 rating led the opening week of Oct. 12, dropped to fifth place with 61.5 the following week and edged up to 66.0 for fourth spot during the third week. Bob Hope's show remained in the "barely acceptable" category with ratings of 14.0 and 21.5 for weeks of Oct. 19 and 26, respectively.

Ballots covering each of the two weeks were sent in, respectively, by 939 and 1,010 college students of all creeds. Listening schedules, a spokesman for the student-critics explained, will be rotated every three weeks to include additional radio comedy programs. A maximum of 15 to 20 programs a week, he pointed out, was all that a listener could be expected to judge.

RAP rating scales are set up as follows—100 to 75, highly acceptable, 74 to 25, acceptable, 24 to minus 25, barely acceptable, minus 26 to minus 75, unacceptable, and minus 75 and below, offensive.

Audit for Week

Results audited for week of Oct. 19 in order of ratings were: Highly acceptable—*Baby Snooks* and *Fibber McGee and Molly;* acceptable—Henry Morgan, Red Skelton, Jack Benny, Jimmy Durante, *Duffy's Tavern, Charlie McCarthy Show,* Eddie Cantor, *Burns and Allen,* Milton Berle, Jack Paar, Jack Carson, Jim Backus, *Fitch Bandwagon, It Pays to be Ignorant;* barely acceptable—Bob Hope. Poll for week of Oct. 26 revealed approximately the same results, to varying degrees, with the exception that the *Baby Snooks Show* had dropped from first to 15th and Eddie Cantor from ninth to 14th.

Purpose of the poll, organized for member colleges of the National Federation of Catholic College Students by the Rev. Joseph F. Scheurer, faculty member of St. Joseph's of Indiana, is to credit "wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste."

1922

25th ANNIVERSARY

CONNECTICUT'S FIRST STATION

AM SINCE 1922 • FM SINCE 1939

5000 WATTS • BASIC CBS

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM

1947

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE
WSAV
630KC • 5000 WATTS • FULL TIME

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER. MOLINE, ILL.

Planning Pays Off for New WTMJ-TV

Journal Co. Television Begins Commercially Next Wednesday

By WALTER J. DAMM

Vice Pres. and Gen. Mgr. of Radio The Journal Co.

WHEN WTMJ-TV, The Milwaukee Journal television station, goes on the air Dec. 3, it will start its broadcasting life with the firm knowledge that every preparation has been made in advance to insure the best possible television operation.

This is not a boastful statement; it is a *factual* one.

It means simply that it was planned that way, through months of work, study, experimentation and actual experience, all carried out *before* T-Day in Milwaukee.

Television is no new venture for The Journal Co. As early as 1930, The Journal began to experiment with television. When Radio City was built five years ago, a television studio, control room, and tower were a part of the original plans.

Careful Preparation

Actual detailed operational planning for WTMJ-TV, however, started at the close of the war, when the green light went on for technical equipment. Early this year assurances of equipment delivery had reached a point where The Journal felt it was safe to start actual operational planning. At that time a complete 19-page outline called *Developmental Plans for The Milwaukee Journal Television Station, WTMJ-TV* was prepared.

This long-range plan was the result of months of extensive study of the entire television picture—a study which included extended visits to television centers and other stations.

Briefly, the plan was a detailed operational schedule of program, technical, and personnel work projects and requirements, leading up to T-Day and following T-Day. The plan set up a goal to work for with deadlines to observe, and with nothing left to haphazard chance that could be foreseen and accomplished in advance. Very little was said in the plan about sales, and now we get to the real subject of this story—the sales record and accomplishments of WTMJ-TV before the station goes on the air.

While the program and mechanical departments worked on schedules before T-Day plans—day by day, the Journal radio sales staff prepared itself, too. WTMJ-TV made commercial plans along the same thorough and comprehensive lines as the program and mechanical departments.

First, the sales staff was called together in regular meetings. It was kept thoroughly informed on all phases of the operational plans.

Second, every Journal radio salesman sold himself on Journal television. Knowing from the first the complete and detailed plans of the company, members of the sales staff followed with increasing interest each new program and technical development as it was carried through in the months preceding T-Day, *according to scheduled plan*. The sales department was in on Journal television from the birth. Every salesman watched it grow . . . and watching it, they sold themselves on Journal television months *before* the television antenna was swung to the top of the tower.

All this was happening in the months before WTMJ-TV broadcast a single program. Much of it happened before the television cameras had even arrived and the transmitter equipment had been unpacked.

There could be but one result, commercially. By the time WTMJ-TV schedules were opened for sale, still months before T-Day, the sales department was completely sold on Journal television through an intimate, first-hand knowledge of that fact that nothing was being left to chance in the program and technical end—that the detailed plans as laid down months before were being carried through as planned and as scheduled.

The WTMJ-TV sales department started to sell television in Milwaukee on Nov. 1. And, because of the firm foundation of their faith in the medium and their knowledge of how Journal television was being developed, they sold time—not one-time novelty shots—but regular contracts at card rates extending over a period of time, most of them 13 weeks or more.

T-DAY in Milwaukee has been set for Dec. 3, the day the Journal Co.'s WTMJ-TV launches its commercial schedule. Behind this inaugural is a painstaking pattern of preparation by the licensee, the careful building of a background to insure WTMJ-TV's success.

Here's the signed-up, contracted-for business the WTMJ-TV sales department turned in before the station even went on the air:

They sold WRESTLING in Milwaukee—a show every week for 13 weeks to the Gettelman Brewing Co., of Milwaukee—Dec. 4, 1947 through Feb. 26, 1948 . . . at a total cost of $301.50 per show per week.

They sold COLLEGE BASKETBALL (Marquette U. home games)—a game every week for 13 weeks to the Wadham's Division of Socony Vacuum — Dec. 13, 1947 through March 6, 1948 . . . at a total cost of $291.50 per game per week.

They sold HIGH SCHOOL BASKETBALL—a game every week for 13 weeks to the Taylor Electric Co. (RCA)—Dec. 5, 1947 through Feb. 20, 1948 . . . at a total cost of $367 per game per week.

Mr. DAMM

They sold BOXING in Milwaukee—on a per fight basis to The Perma-Stone Corp. . . . at a total cost of $500 per fight broadcast.

They sold a LIVE VARIETY program—a quarter hour show every week for 52 weeks to Schuster's Department Store in Milwaukee . . . Dec. 3, 1947 through Nov. 24, 1948—at a total cost of $160 per program per week.

They sold the NBC TELEVISION NEWSREEL program for 13 weeks to Gimbels Department Store in Milwaukee — December 7, 1947 through February 29, 1948—at a total cost of $279.80 per week.

They sold a LIVE INFORMATIVE—HOW TO DO IT program — a quarter hour program every week for 13 weeks to The Boston Store of Milwaukee . . . Dec. 3, 1947 through Feb. 25, 1948 . . . at a total cost of $175 per show per week.

They sold TIME SIGNALS, 5 per week for 52 weeks to Bulova—Dec. 3, 1947 through Nov. 28, 1948—at a total cost of $100 per week.

They sold FILM, 1 minute once per week for 13 weeks to Botany Mills—the week of Dec. 3, 1947, through the week of Feb. 28, 1948, at a total cost of $20.00 per week.

All this business was sold, as this is written, before WTMJ-TV starts broadcasting. We think it is an outstanding example of just how planning pays off before a television station goes on the air.

Canada Set Output

PRODUCTION of receivers in Canada for first nine months of 1947 totals 725,000 sets, according to compilation of Radio Manufacturers Assn. of Canada. This represents production of 635,000 for domestic use in Canada by RMAC members and 65,000 sets for export, plus 25,000 sets produced by non-RMAC manufacturers. Total number of sets sold was 535,000. About 2,000 FM receivers were sold this year to end of September, and manufacturers plan to produce another 16,000 FM sets before year-end. Production on FM receivers is now well underway by about 10 companies.

Hearings on WARL Arlington Lottery Citation Concluded

A CASE which may show the trend of thought by FCC with respect to the lottery law was closed Monday except for the filing of briefs.

After a two-day hearing on FCC's lottery order citing WARL Arlington's quiz show *Dollars for Answers*, Examiner J. B. Bond granted Frank U. Fletcher, attorney-co-owner of WARL and A. Harry Becker, commission counsel, the customary 20 days to prepare written arguments.

FCC had ordered the Virginia station to show cause why *Dollars for Answers* is not in violation of lottery provisions of the Communications Act. On the spot program, sponsored by Zlotnick the Furrier, for three minutes every half hour, a question is asked and immediately answered by the announcer. Promptly, a name is selected at random from the telephone directory and the person chosen is called and asked the same question. If he answers correctly, he receives a cash prize. If he fails, he receives no prize.

In an effort to show that most of the questions asked are too difficult for even exceptionally well-informed listeners, the FCC attorney asked WARL Manager Raymond W. Baker 50 questions which had been prepared for *Dollars for Answers*. When the station official failed to supply any correct answers, commission counsel maintained the station is "buying an audience, as few persons could answer the questions without having listened to WARL."

Fletcher Refutation

This was refuted by Co-owner Fletcher, who submitted proof that 45% of those answering correctly were not listening to the station.

"Out of 2,730 participants, 2,659 apparently were not listening when called," he said. "Thus the contest clearly is one of skill."

When WARL's co-owner argued that lottery is involved only when a person pays to participate, the FCC attorney observed that some participants pay time, if not money.

"Many persons neglect their work to listen to this type of program," he asserted.

The examiner overruled, however, his objection to the admission of a WARL exhibit showing that postal authorities regard "payment of money for the purchase of merchandise, a chance, or an admission ticket" as one of the cornerstones of a lottery.

Despite the commission counsel's argument that a Post Office Dept. exhibit has no place in an FCC hearing, Examiner Bond declared:

"There is not a great body of law to draw from in this proceeding. No source should be closed off."

In his opening statement, Mr. Fletcher said he was aware prior to beginning *Dollars for Answers* that *Pot O' Gold* had been given the green light by the Justice Dept. in 1940.

"While admittedly not determinative of the issue of whether this program was a lottery or not, such action by the Justice Dept. certainly did not discourage continuation of programs of that type," he said.

SCHOOL CONFERENCE

Radio Technique Is Discussed At Holyoke Session

SCHOOL officials representing Holyoke and state institutions took part in the Western Mass. Conference on Radio in Education, staged by Holyoke schools in cooperation with WHYN and educational agencies. Theme of the conference was "Radio as an Educational Tool."

PTA groups and other agencies were represented at the meeting. WHYN and Holyoke schools have pioneered in regular school broadcasts combining elements of public relations for general audience and in-school listening. The city schools have twice weekly 11 a. m. programs on WHYN. Co-chairman of the committee on arrangements was Jay J. Heitin, WHYN program director.

SUFFIX FOR FM AND TV MAY BE MANDATORY

FCC MAY SOON require FM and TV stations to use the basic call letters of their affiliated AM outlets, hyphenated with the suffix "FM" or "TV." The same principle may be applied to FM and television stations which are affiliated with each other but not with an AM operation.

This was conceded by FCC authorities last week after the Commission issued a news release obviously designed to encourage, once again, economy in the use of call letters, which are in relatively short supply as result of the postwar influx of new stations [BROADCASTING, Nov. 11, 1946; June 16, 1947]. Clearing the way for greater economy, FCC said it had "provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not the applicant has an AM broadcast station."

Occasion for the announcement was the grant of Scripps-Howard Radio's request to lend the basic call of its Cincinnati television station, WEWS, to its new FM station in the same city, which thus becomes WEWS-FM. FCC's announcement added:

> **The practice of adding "-FM" and "-TV" to calls arose from a desire of licensees of AM broadcast stations to employ the call letters of the latter for their frequency modulation or television stations. Independent FM stations and television stations also indicate a desire to use the identifying suffix. Since such assignments do not require any more letters in basic call combination, the Commission has no objection to the practice.**

Australian, Canadian Radio Farm Editors Speak at NARFD Meet; TV Show Slated

Mr. Beaty

RADIO FARM EDITORS from Australia and Canada were scheduled to speak at the fourth annual convention of the National Assn. of Radio Farm Directors, which opened yesterday (Sunday) at the Stevens Hotel, Chicago. Layne Beaty, farm editor of WBAP Fort Worth and president of NARFD, is presiding at the two-day meet.

Talks by John Douglass, director of agricultural broadcasts, Australian Broadcasting Commission; Fergus Mutrie, CBC supervisor of farm broadcasts; and A. D. Willard Jr., executive vice president of NAB, highlight the program, expected to attract 150 association members from all parts of the United States.

A special feature will be a television farm show demonstration, staged by Robert B. Childs of WRGB Schenectady, N. Y., with equipment furnished by WBKB Chicago.

A paper on the latest developments in weather information broadcasts will be read by Harry Downs of the Chicago weather bureau, and one on "Farm Audience Measurement" by Roy C. Park, Ithaca, N. Y.

Besides Mr. Beaty, present officers of NARFD are Charles Worcester, WMT Cedar Rapids, Iowa, vice president, and Homer Martz, KDKA Pittsburgh, secretary-treasurer.

Staff of New Kalamazoo Outlet, WGFG, Is Listed

THE STAFF of WGFG, new 1-kw ABC affiliate in Kalamazoo, has been announced by Harold F. Gross, owner-manager. Charles T. Lynch, formerly with WBRY Waterbury, Conn., is program director.

Others on the staff are: Warren Anderson, of WJIM Lansing, musical director; Barbara Donahue, women's director; Irene Ginther, also of WJIM, traffic manager; Hal Cessna and Bob Rafferty, announcers; John Eldredge, continuity; and Earl Clayson, sales representative.

WFMJ
SELLS
The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"
An Average of 45% More Than National Average
•
Youngstown Ratings of Network Shows Average 100% Higher
•
A Greater Audience at Lower Cost
Ask HEADLEY-REED
WFMJ
The ABC Station For YOUNGSTOWN, OHIO

DOES THE JOB
Alone
WOW
OMAHA
NBC*
590
5000 WATTS
*AFFILIATE
WRITE, WIRE or PHONE JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

10% OF U. S. CIVILIAN POPULATION VETERANS

WORLD WAR II veterans comprised 10% of the country's civilian population as of April 1, 1947, according to estimates released last week by the Census Bureau and the Veterans Administration. About 14,146,000 veterans, of whom some 315,000 were women, are included in the population figures.

Those veterans who changed residence since the time of their induction into service showed a preference for New York, California and Illinois, which reported gains of 104,000, 79,000 and 66,000, respectively.

The above three states, along with ten others and the District of Columbia, now have more GI's than they furnished for the armed forces. These gains were made at the expense of the remaining states, each of which had fewer veterans on April 1 than had entered the service from that state.

ARRIVING with the Friendship Train in New York, Drew Pearson (third from l), ABC commentator who conceived the food train idea, receives congratulations from William Weintraub, head of William Weintraub & Co., New York, agency for Frank H. Lee Co., which sponsors Mr. Pearson's ABC broadcasts, Sundays, 6 p.m. Gathered on steps of New York's City Hall, where Mayor O'Dwyer held the official welcome, are (l to r): Murray Grabhorn, manager of WJZ, New York key station of ABC; Harry Trenner, vice president in charge of radio for Weintraub & Co.; Mr. Pearson; Mr. Weintraub; Thomas Velotta, ABC director of news and special events; and William Weintraub Jr., assistant director of radio for the agency.

COMPLETE FM HOOKUP IN YEAR, SAYS BAILEY

TELEVISION networking on a national basis is at least five years away, whereas eight FM regional networks already are operating and at least one FM hookup will blanket the country within a year, Bill Bailey, FM Assn. executive director, told Akron (Ohio) radio dealers Nov. 25 at a four-county meeting sponsored by WAKR-FM.

Dealers were cautioned by Mr. Bailey to see that sets give good service and urged careful training of servicemen. He said that within 90 days dealers will be selling table model FM sets in the $40 price range. He mentioned a number of FM converters now on the market and said a mail order house will soon offer a $29.50 combination converter and FM set with 3-inch speaker.

Dealers who expect to remain in business will find their future in FM set sales, Mr. Bailey said, advising them to tell every customer who comes into the store about FM. Otherwise, he explained, customers who buy AM sets will soon be back wondering why they hadn't been told and demanding a high trade-in toward a receiver with FM.

ELECTRONIC RECORDER
WCAU Philadelphia Introduces Belt-Type Device

ALL PROGRAMS, from sign-on to sign-off, now are being recorded by WCAU Philadelphia with an electronic belt recorder, placed in operation at the station's transmitter tower in Morristown, N. J., a fortnight ago.

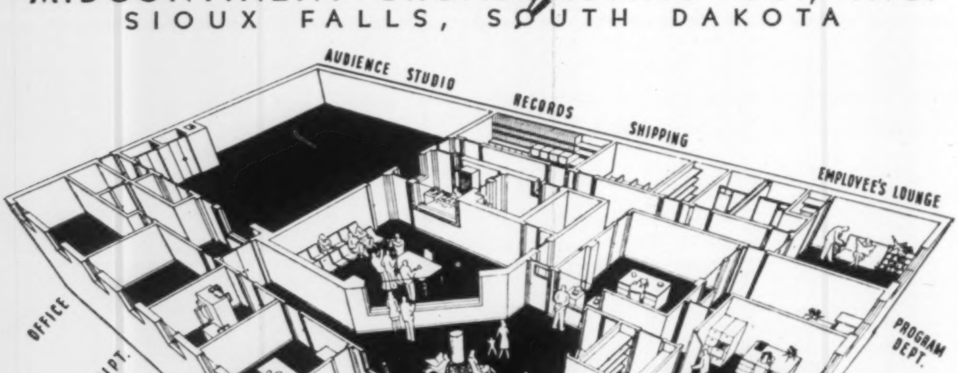
Dr. Leon Levy, WCAU general manager, believes the equipment is the first of its kind in a radio station. The new device, a product of Dictaphone Corp., is "the first practical and economical means of keeping a permanent record of what actually goes out over the air and not merely what is in the script," he says.

Similar to equipment used by the Civil Aeronautics Authority in airport control towers, the electronic belt is about the size of a recording machine. It is self-contained and no processing is needed for playback purposes. Programs are embossed on acetate tape, which is folded into compact packages. Two recording cylinders, each capable of taking a half-hour of programming, allow the station to break down its broadcast day into 30-minute segments.

A full month's supply of recorded tape programs will occupy a space 6" wide, 12" long and 3" deep. With each day's programming marked, it would be a matter of seconds to select a particular program for playback. A playback machine is attached to the recorder and an additional one is in the Philadelphia studio.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA



Consider—Then Contact JOHN E. PEARSON CO.

KLEE

HOUSTON'S NEWEST AND FINEST

5000 WATTS • 610 KC

FIRST ON THE DIAL IN

→ HOUSTON

THE LARGEST MARKET IN THE SOUTH AND SOUTHWEST

→ 5000 WATTS

SELLING HOUSTON—THE CENTER OF AMERICA'S OIL, COTTON, CATTLE, AND CHEMICAL INDUSTRIES—WITH 5000 WATTS PRIMARY COVERAGE!

APPLICATIONS PENDING FOR BOTH F.M. AND TELEVISION

W. Albert Lee, Owner

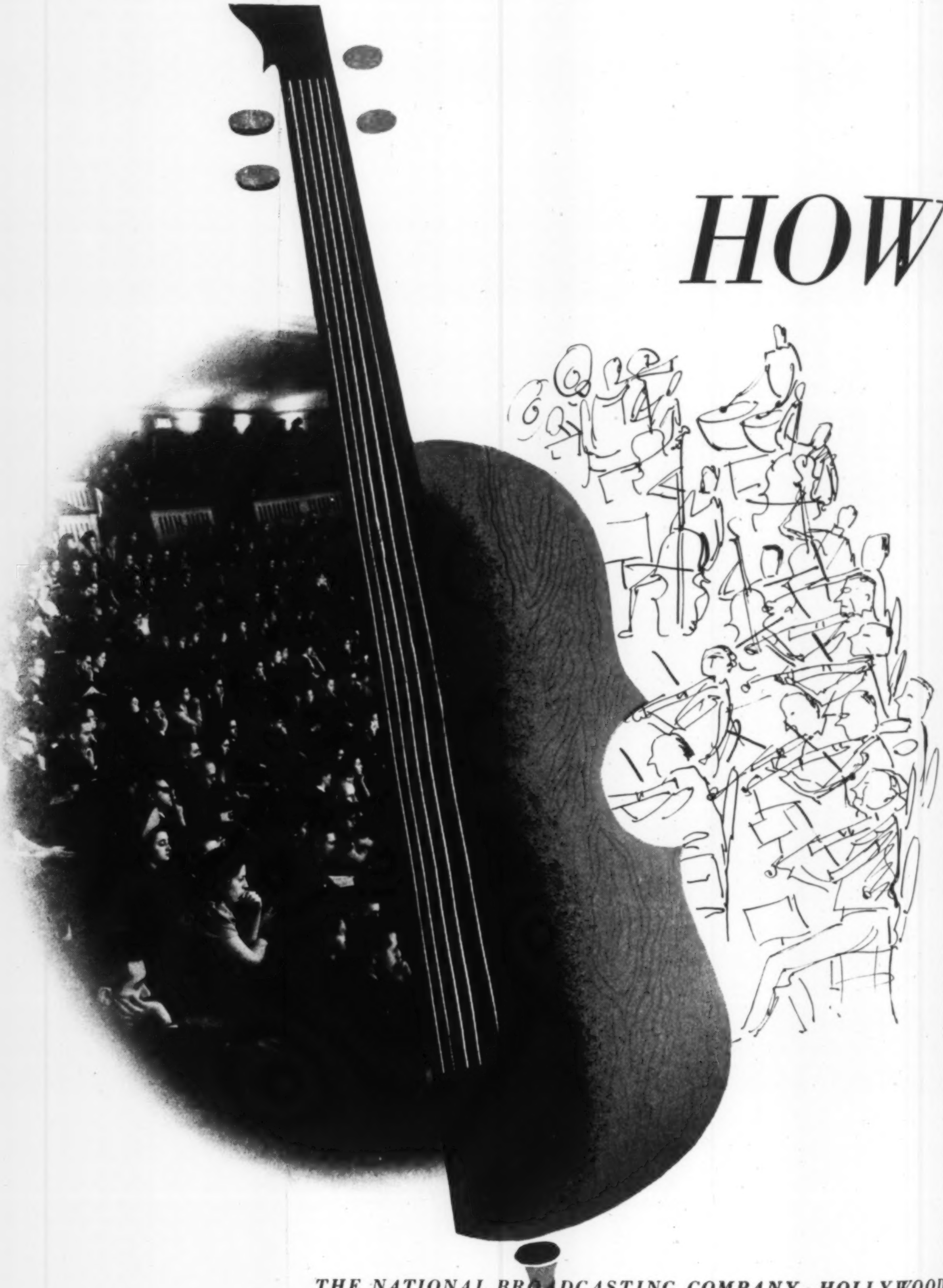
Ray Bright, Gen. Mgr. • Winthrop Sherman, Prog. Dir.

Watch For The Opening Of

KLEE

MILBY HOTEL
IN THE HEART
OF HOUSTON, TEXAS

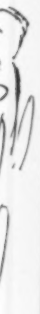
HOW to



THE NATIONAL BROADCASTING COMPANY · HOLLYWOOD

V o Hold a Healthy Hooper

with a Diet of Straight Classics



Long, long ago—radiologically speaking—the Standard Oil Company of California held a conviction: people—lots of people—would enjoy listening regularly to a weekly hour-long broadcast of symphony music. Furthermore, Standard believed, such a program would build good will and create customers for their oil, gasoline and related products. On October 31, 1926, they backed their conviction with the *Standard Hour* on three California stations. A year later it became the first sponsored program on the newly-formed NBC Western Network. Now, after 21 years, *Standard Hour* is the oldest hour-long symphonic program on any network.

By 1940 when Hooper surveys for West Coast programs were instituted, *Standard Hour* had built itself a backlog of many thousands of appreciative listeners, reflected in a 6.7 average Hooper rating for the year. Current listening holds at the highest level in the program's history,—a 9.3 Hooper rating at the close of 1946 and an average of 7.1 for the first six months of 1947.

Time has proved the soundness of that conviction, held so firmly, so long ago, by Standard Oil of California. People—lots of people—*will* listen regularly to good music, well played. The success of the *Standard Hour* is continuing proof that the NBC Western Network gets results year in and year out in the Rocky Mountain and Pacific Coast States. It means that a program on the NBC Western Network will deliver your sales message effectively and efficiently. Ask us for details—today.

OOD *AN FRANCISCO* **NBC WESTERN NETWORK**

A Service of Radio Corporation of America

When the

Mid-South is

Concerned

WMC should be on your schedule.

Located in Memphis, the hub of a TWO BILLION DOLLAR MARKET, WMC is first in the homes of 684,460 Mid-South radio families.

Tell them your story through WMC for maximum, *effective* coverage.

FIRST IN MEMPHIS *year*
after year ACCORDING TO HOOPER

NBC
AFFILIATE

WMC "the station *most* people listen to *most*"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMC-FM *the first FM broadcasting station in Memphis and the Mid-South*

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES — THE BRANHAM CO.

300 FT.
109 FT.

TALLEST structure in Sacramento is the KFBK-FM antenna, just completed. It towers 300 feet above the ground in the heart of the central business district. The former KFBK-FM antenna, 109 feet high, is at left. The station now broadcasts on 102.5 mc, (channel 273) and its radiated power is 5,400 w. The initial program was aired last February. McClatchy Broadcasting Co. is licensee.

WJLK (FM) Asbury Park Takes to Air With 1 kw

WJLK (FM), "Radio Voice of the Asbury Park (N. J.) Press," went on the air Nov. 20 with an effective radiated power of 1 kw on 104.7 mc, Channel 284. Asbury Park Press Inc. is licensee. Station was launched with a three-hour dedicatory program participated in by New Jersey Gov. Alfred E. Driscoll and other civic officials.

Fifteen local sponsors were heard on opening night, and first week of broadcasting included five remote pickups of local events. Wayne D. McMurray is president and general manager with Thomas B. Tighe station manager.

WBNB, Beloit, Wis. FM Station, Selects Staff

WBNB, new FM station at Beloit, Wis., owned by the *Beloit Daily News*, and operating with 8.7 kw on 107.3 mc (Channel 297), has completed selection of its staff, Donald L. Dobson, general manager, announces. Station received its final license Sept. 24.

Holding important posts, in addition to Mr. Dobson, who was a practicing attorney in Beloit before entering the broadcasting field, are: Paul W. Collin, formerly with regional sales office of World Broadcasting System Inc., commercial manager; Wallace M. Morton, previously a sales engineering representative for Graybar Electric, Chicago office, chief engineer, and Brenna Steil, former music director of WCLO Janesville, Wis., musical director.

Ted Rockwood is announcer, Art Henning operator and Doris Glos, receptionist clerk. Ruane Hill and David Hanaman are part-time announcers and Ralph Van Keuran serves as part-time operator.

New FM Stations Told to Get Going

FCC Puts Teeth in Extensions Of Building Time

FCC DEMONSTRATED last week that it will clamp down when it feels an FM grantee is taking too much time getting on the air.

In two separate cases the Commission granted additional time for completion of previously authorized stations—but on condition that they be in interim operation by the time the additional period expires.

The grantees were WPDQ Jacksonville, Fla., and Southern Broadcasting Corp., San Antonio. WPDQ, which received its grant for an FM affiliate in July 1946, was allowed 60 days' additional time. Southern, granted a CP in December 1946, was given 90 days. In each case the extensions were authorized "on condition that applicant commence interim operation on or before" the extended completion date.

FCC sources said that for some time, in line with previous policy announcements, the Commission has been more carefully screening requests for additional time, and that the conditional clause probably will be used in future extensions where grants have been outstanding for relatively long periods, unless there appears ample justification for the delays.

Capital Case

FCC authorities said the only previous case in which the conditional clause was similarly used was in an extension granted recently for completion of Capital Broadcasting Co.'s WJWD (FM) Annapolis, Md.

Meanwhile, in other FM actions last week the Commission issued a Class B grant, subject to engineering approval, to Harding College's WHBQ Memphis, and granted the request of KGFF Shawnee, Okla., to have its own FM grant cancelled for want of enough FM receivers in the area.

KGFF, which received its FM construction permit in October 1946, told FCC that there are not more than 150 FM sets in Shawnee and few or none in adjacent rural areas, and therefore it was felt advisable to give up its FM plans. The FM adjunct had been assigned 97.5 mc (Channel 248).

The conditional grant issued to WHBQ was for 95.5 mc (No. 238).

FCC also reported that it had substituted Class B Channel 290 for No. 289 at Boston, in order that an additional Class A channel—No. 288—might be made available there.

ELLWOOD CITY IS 100%. Ellwood City, Pa. (population 16,000; trading area, 25,000) is typical of the Pittsburgh area. It has 29 diversified industries. 83% of the people own their homes. And according to BMB, 100% of Ellwood City's radio listeners tune in KDKA during daylight hours (98% at night). Such listener-loyalty is characteristic of communities in the nation's sixth market.

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties. Altogether, BMB credits 1,159.910 daytime families and 1,303,520 nighttime families to Pittsburgh's favorite station.

KDKA's widespread following is essential to advertisers seeking to sell the Pittsburgh area . . an industrial *and* agricultural market in which two-thirds of the people live *outside* the city limits. See NBC Spot Sales for costs and availabilities.

KDKA, Pittsburgh. 50,000 watts, NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). *Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.*

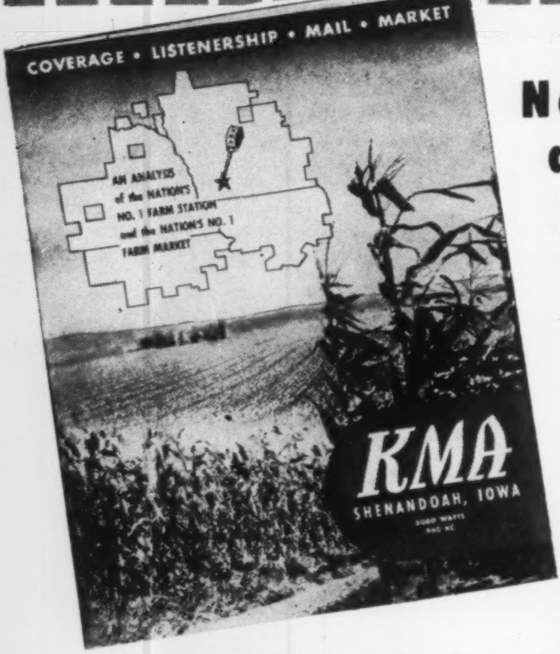
AWB DIST. 9 TO MEET IN CHICAGO DEC. 12

FIRST DISTRICT 9 regional conference of the AWB-NAB will be conducted at the Hotel Sherman in Chicago Dec. 12, 13, 14, when women broadcasters from Illinois and Wisconsin will gather to discuss major topics to women in the industry.

Heading the group to serve as conference program planning committee are Nancy Grey, director of women's programs for WTMJ Milwaukee, who is regional chairman; Dorothy Lewis, national vice president of AWB-NAB, and Elizabeth Marshall, Chicago Radio Council program director and Illinois state chairman. In addition, women representatives from advertising agencies and industrial trade groups and local Chicago station representatives will participate in formation of the program.

REVAMPING of its sales personnel staffs, recently separated into national spot and local sales departments of NBC Central Division and O&O station WMAQ Chicago, brings together members under new setup. Seated (l to r) are: George Halleman, WMAQ salesman; E. C. Cunningham, ass't sales manager of WMAQ; Oliver Morton, manager of both departments; Robert Ewing, ass't manager of national spot sales, and William Brewer, national spot salesman. Standing (l to r): George Morris Jr., WMAQ salesman; Frank DeRosa, sales traffic manager of WMAQ; George Creech, spot sales traffic manager; Howard Meyers and Robert Flanigan, national spot salesmen. John McPartlin, also member of national spot sales, is not shown.

It's NEW! Complete "3-in-1" Study of the Nation's Best Farm Market*


COVERAGE • LISTENERSHIP • MAIL • MARKET
AN ANALYSIS of the NATION'S NO. 1 FARM STATION and the NATION'S NO. 1 FARM MARKET
KMA
SHENANDOAH, IOWA
5000 WATTS
960 KC

* *The 184 BMB counties comprising the KMA Area in Southwestern Iowa and surrounding territory.*

in the comprehensive

New KMA Coverage and Market Book

- ✓ BMB REPORTS
- ✓ TELEPHONE COINCIDENTAL SURVEYS
- ✓ AUDIENCE COMMERCIAL MAIL

There has never been a rural radio study like this one. Here in one book, are, **not one, but three** methods of measuring market values and audience effectiveness: (1) Complete BMB Reports; (2) Telephone Coincidental Studies; and (3) an unprecedented study of audience commercial mail.

This new book will be invaluable to you in planning important rural coverage and in developing your schedules for 1948. It will help you **get the most out of every advertising dollar spent in this largest of all farm markets.**

Fill in and mail the coupon today to receive your free copy. The first edition is limited, so reserve yours now.

CLIP AND MAIL COUPON TODAY

Station KMA
Research Director
Shenandoah, Iowa

Please send me, without obligation, a FREE copy of the new KMA Coverage and Market Book.

NAME ____________
COMPANY ____________
STREET ____________
CITY ____________ STATE ____________

AVERY-KNODEL, INC., National Representative
AMERICAN Broadcasting Co.

960 KC 5000 WATTS

KMA
SHENANDOAH, IOWA

AWB CONTEST WINNERS TO BE CHOSEN JAN. 5

WINNERS of the Assn. of Women Broadcasters awards for best letters on "My Favorite Radio Program—and Why" will be selected Jan. 5 by a committee at the Waldorf-Astoria, New York. Prizes will be awarded in mid-January.

Contest was part of the National Radio Week. A de luxe console will be awarded the national winner by the Radio Manufacturers Assn., with 17 consoles for regional winners. Letters are being screened by local judges, with the best five to be submitted to the national judges.

Deadline Postponed

NAB has postponed deadline for submission of state winners' transcriptions in the "Voice of Democracy" to Dec. 10. The change was made because Junior Chambers of Commerce permitted late entries in some cities. The contest was conducted among high schools as second competition featured during Radio Week.

Judges for the "Voice of Democracy" contest were to have met in Washington Dec. 5, but NAB was expected to defer the meeting because of the deadline postponement. They will choose the four national winners, who will receive $500 scholarships offered by NAB and RMA.

Members of the board of judges for the high school contest are:

Gen. Omar N. Bradley, Administrator of Veterans Affairs and Chief of Staff appointee; Attorney General Tom C. Clark; Father Edward J. Flanagan, director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the Houston Post, operating KPRC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, Chief of Naval Operations.

Judges in the AWB contest for women listeners are:

Bond Geddes, executive vice president, RMA; Edward J. Heffron, National Conference of Christians & Jews; Albert N. Williams, Saturday Review of Literature; Mrs. Henry R. Christman, General Federation of Women's Clubs; Linnea Nelson, chief time buyer, J. Walter Thompson Co., Pauline E. Mandigo, Phoenix News Bureau; Natalie Flatow, Girl Scouts; Mollie E. Sullivan, National Board of YWCA's; Mrs. Ambrose M. Diehl, National Council of Women; Elizabeth Forsling, Newsweek; Mrs. George Fielding Eliot, Women's Action Committee; Elizabeth M. McStea, Camp Fire Girls; Dorothy Wright, Daughters of the American Revolution.

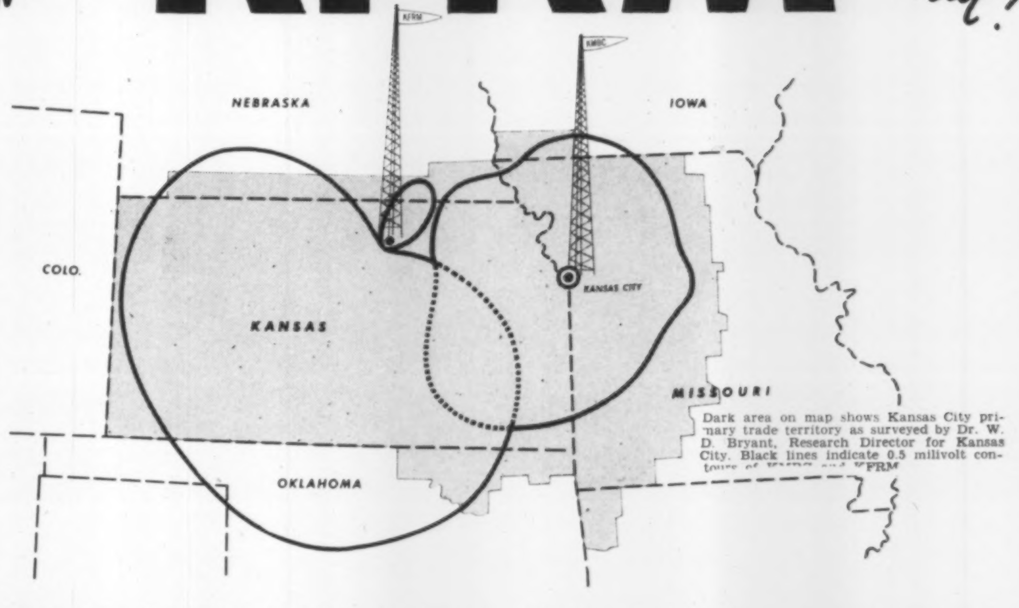
Hearings on ATL Courses Are Reopened in Chicago

HEARINGS on alleged misrepresentation by American Television Laboratories Inc., Chicago, of its correspondence courses dealing with instruction in television and radio were reopened in Chicago last week by the Federal Trade Commission.

Complaint was originally issued by the FTC in May 1944 and amended Aug. 18, 1944 to include, in addition to U. A. Sanabria, the following persons as respondents: Samuel R. Rabinoff, Elmer D. Carter, Lee DeForest (radio pioneer), A. J. Cole and J. M. Shaddrick.

When? Where? Why?

Who? KFRM *What?*



Dark area on map shows Kansas City primary trade territory as surveyed by Dr. W. D. Bryant, Research Director for Kansas City. Black lines indicate 0.5 millivolt contours of KMBC and KFRM

WHAT IS KFRM? KFRM is the "long arm" that reaches westward with KMBC programming to enable KMBC to be the first and only Kansas City broadcaster to offer complete coverage of the Kansas City primary trade territory. KFRM is the western half of the KMBC-KFRM Team.

WHO BENEFITS? Listeners and advertisers alike. Now, advertisers can get what they want—complete coverage of the Kansas City trade territory from one broadcaster—The Team of KMBC-KFRM. Listeners can hear programs from their trade capital.

WHY WAS KFRM NEEDED? Because it teams with KMBC to offer central and western Kansas advertisers economical, complete coverage of the Kansas City trade territory. And because the KMBC-KFRM Team features high-quality rural programming heretofore not available to a large section of the trade territory.

WHERE IS KFRM? KFRM is in north-central Kansas and Kansas City, simultaneously. KFRM's transmitter is many miles from Kansas City, but KFRM is programmed direct from KMBC in Kansas City. KFRM's transmitter location insures complete coverage of the Kansas City trade territory.

WHEN IS KFRM? The new half of the KMBC-KFRM Team goes on the air Sunday, December 7, with 5,000 watts on 550 Kc. KFRM will broadcast KMBC programming sunup to sunset, and is available as a team with KMBC, and individually.

KMBC KFRM

of Kansas City **for Kansas Farm Coverage**

Represented Nationally by Free & Peters, Inc.

THE WINNAH! The grand prize winner, at that! No wonder our guest got excited. For the closest answer to "How many dishes does the average housewife wash a year?" she was awarded a valuable hand vacuum!

NOT GOOD, BUT LOUD! Despite roars from the audience, our determined quintet stuck with their tender ballad 'til the bitter end. (The mustaches really have nothing to do with the song; they're *atmosphere.)*

QUEENS HOUSEWIFE MATCHES WITS WITH JOHN REED KING IN RADIO QUIZ SHOW

The Missus Goes A-Shopping

Mrs. George J. Barnes of Forest Hills recently realized a five-year ambition. She was selected to be a contestant on WCBS' madhouse quiz, "The Missus Goes A-Shopping".

Mrs. Barnes was just one of hundreds of hopeful spectators (the program plays to a capacity audience of 5,500 weekly!) enjoying the pre-broadcast clowning of emcee John Reed King and assistant "Uncle" Jim Brown. Then, her ticket stub number was called and she was *onstage!*

After an enlightening and amusing discussion of the topic, "Would you marry for love or money?", the question-and-answer session began.

Novice or no, Mrs. Barnes fared extremely well. She answered all her questions correctly. She won the surprise prize of the day. At program's end, she walked off with a trim hand vacuum and a steam iron for herself plus toys for her children.

Asked how she had enjoyed her radio debut, Mrs. Barnes said, "It was *easy*. I got so interested in what Mr. King was saying, I forgot the microphone and the audience out front."

THE MISSUS is easy *listening* too. That's why approximately 300,000 families in the New York area hear it daily.* Interesting, productive programming—reflected in such shows as: "Arthur Godfrey", "Phil Cook", "Margaret Allen", "This Is New York", "Hits and Misses", as well as "The Missus Goes A-Shopping"—is a WCBS specialty. Why not let us or Radio Sales find the right WCBS program for you?

**New York Area Radio Diary, 1947*

TODAY'S TOPIC:-
WOULD YOU
MARRY FOR LOVE
MONEY?

TOPIC OF THE DAY. "Would you marry for love or money?", didn't upset Mrs. Barnes' equilibrium a bit! To everyone's delight, she emphatically stated that love was nice . . . BUT!

CAPTIVATING KING ably assisted by "Uncle Jim" gives this contestant a special "prize" for knowing the correct answer.

THERE'S NO BUSINESS like the monkey business that goes on during a MISSUS warm-up period. This unsuspecting contestant thought she was rubbing noses with her husband, who came along for moral support.

A WOMAN CAN CHANGE HER MIND but *not* on air-time. John has problems with winners who can't decide *which* of the wonderful prizes they want. Mrs. Barnes was no trouble . . . she knew!

ON THE AIR! At home 2 days later, our contestant and her friends hear the transcribed broadcast of program.

Strike of Musicians Delayed at WKRC

Walkout Scheduled for Nov. 22 Postponed to Jan. 20

THREATENED STRIKE of musicians at WKRC Cincinnati has been averted—temporarily, at least—but the Cincinnati local of the American Federation of Musicians has served notice on the station that its members who are employed by WKRC will be called off their jobs Jan. 20, 1948, unless an agreement is reached on points still in dispute, according to station.

The WKRC-AFM contract expired Sept. 15 and the strike was scheduled to begin Nov. 22. It was called off by Oscar F. Hild, president of the union local, after most issues, including a wage increase, had been agreed upon, the WKRC management reported.

Stalemate on Quota

Station said a stalemate had developed when WKRC refused to accede to the union's demand that it continue in written contract form a quota of musicians. A strike threat based on this point is illegal under new laws, WKRC contended.

The WKRC management informed the union that there was no present policy of laying off men, but that it refused to accept the principle of forced employment.

Commenting on Mr. Hild's notice that a strike will be called Jan. 20 unless the issue is decided satisfactorily from the union's standpoint, Hulbert Taft Jr., managing director of WKRC, said: "We will be very glad to continue negotiations with Mr. Hild."

Chicago Has Problem

PROBLEMS involved in printing Chicago's daily newspapers by varitype (electrical typewriting machines) during the current typesetters' strike almost forced the familiar radio program logs off the page. Last minute agreement between Chicago's six metropolitan dailies and the Central News Bureau (centralized news-gathering organization owned jointly by Chicago papers) resulted in logs being varityped and distributed to all Chicago papers. After logs are varityped they must be reduced to fit individual paper columns and then photographed before being cast. While this itself is speedier than linotype operation, according to Chicago news desks, scarcity of varitype machines and operators is biggest bottleneck in publishing standard features.

Television Will Follow Same Pattern As Broadcast Medium, Says Gamble

AMERICAN television is practically certain to follow the same system of advertising support as American radio, Frederic R. Gamble, president, American Assn. of Advertising Agencies, said last Monday in a paper given before the November luncheon session of the American Television Society at the Hotel Commodore, New York.

Pointing out that the plan of permitting advertisers to sponsor programs has produced for the American listening public the best radio fare in the world, far superior to that of the tax-supported government-controlled radio systems of other lands, Mr. Gamble said that the big question is not whether television will be commercial but whether the advertiser on television should be responsible for the whole program as he is in radio or only for the commercials.

There is something to be said for the latter choice, Mr. Gamble declared, inasmuch as it would permit the advertising man to concentrate on advertising and might even result in the improvement of video commercials. But, he said, television will probably follow the course of radio here, too, and probably for the best, as the competition of all the creative minds of advertisers and agencies as well as broadcasters to develop the best and most attractive forms of video programming may be expected to put American television ahead of the rest of the world in exactly the same way as this formula has worked out in sound broadcasting.

Agencies are sincerely interested in television as a new potentially great advertising medium, Mr. Gamble said, and they need information as to who has television sets, who looks at them, how many men, women and children, and similar data. They need better transmitting equipment to produce better pictures with fewer ghosts, better production techniques, such as the use of varied backgrounds so the audience will not be constantly reminded that all the programs on a station are emanating from a single studio.

He also asked for better coordination between cameras and actors, mentioning a chorus so grouped before a poster appealing for funds for "hospitals" as to obliterate several letters of that word, exposing to the televiewers only the four letters which the late George Washington Hill once loudly proclaimed as a "nasty word."

Don McClure, television director of N. W. Ayer & Son, New York, and ATS president, announced that a Russian television expert, Gen. Dr. Feodor Tanieff, will discuss video progress in the USSR at the next ATS luncheon, to be held Dec. 22, at the Commodore.

COL. KIRBY IS RECALLED TO BRIEF ARMY DUTY

COL. EDWARD KIRBY, wartime chief of the War Dept. Radio Branch, Public Relations, and also ex-chief of SHAEF Broadcasting Services, has been recalled for a brief tour of duty with the Dept. of National Defense. It is understood he will undertake a broad survey of radio communications for the Army. He holds the Legion of Merit and the Order of the British Empire.

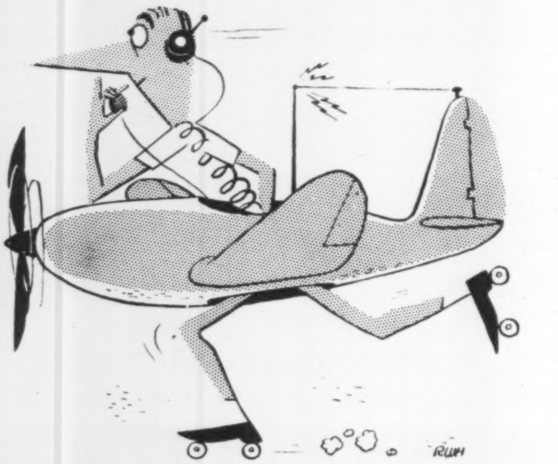
Col. Kirby

Before the war, Colonel Kirby was NAB public relations director. In 1944 he was a Peabody Radio Award winner for "brilliant adaptation of the needs of the armed services to radio—Yankee ingenuity on a global scale." He is vice president and general manager of WMAK Nashville, now under construction. The 5 kw station, on 1300 kc, is expected to be on the air sometime in early 1948 as a Mutual outlet.

A former resident of Nashville, Colonel Kirby was formerly public relations chief for WSM Nashville and its parent company, National Life and Accident Insurance Co.

WAA Sales

SALES of war surplus electronic equipment through distributors will end March 1, 1948, the War Assets Administration has announced. What's left will be donated to educational institutions. WAA indicated that no more surplus electronic items will be available from the Government after that date.



SCARED STIFF

Duluth, Minn.—"I need a bodyguard," pleads Otto Mattick, out on a 3-state survey of KDAL's new 5000 watt coverage, "it ain't safe in KDAL-land asking someone whether they listen to KDAL. They figure you're a smart aleck asking such a question."

Sure KDAL listeners are loyal. They like that clear as the winter air reception they get on that far-reaching 610 frequency. If you want to sell the north country market, KDAL can do the job for you. Contact Avery-Knodel Inc. and learn why.

WSLI
JACKSON
MISSISSIPPI

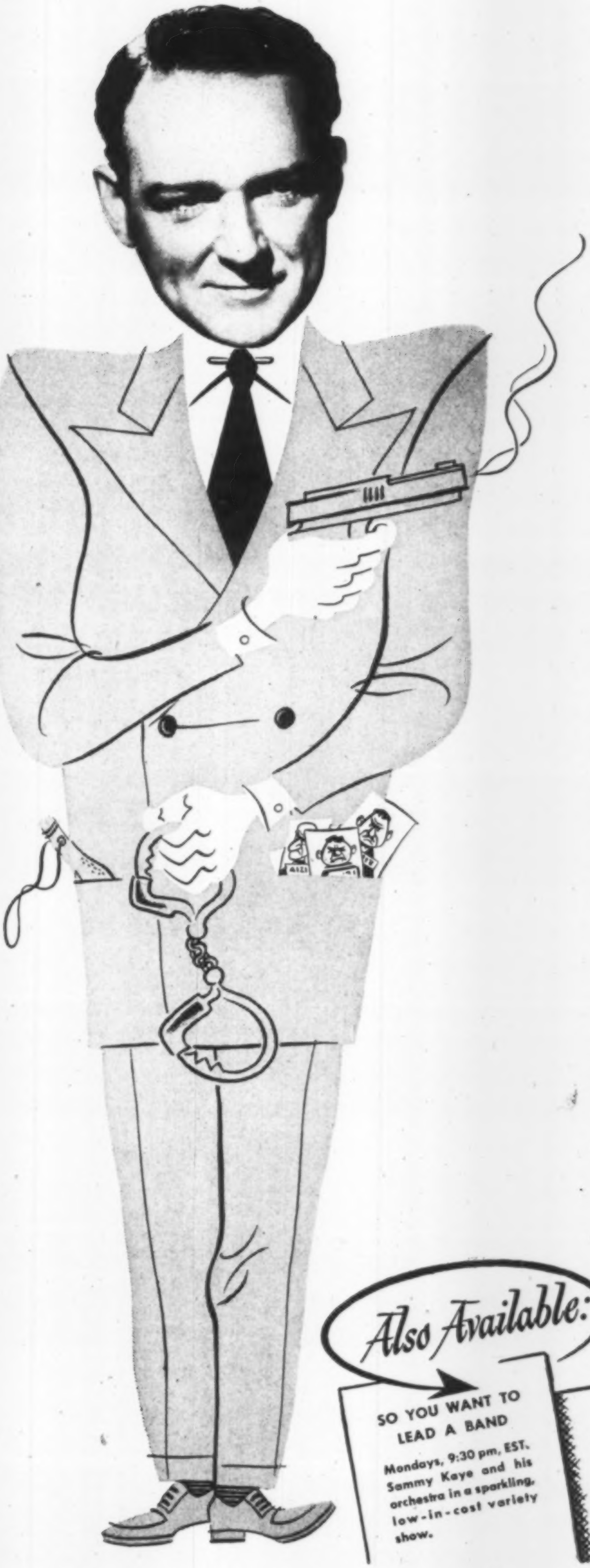
They call it "CRUDE"!

A 38.7% increase in crude petroleum this year over August '46 isn't crude! This was the largest month's production in the history of Mississippi's growing petroleum industry.

There's nothing crude, either, about WSLI's coverage or that it's Mississippi's most powerful station. For a double return—night and day—buy WSLI!

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES



ACE DETECTIVE

One of radio's slickest sleuths. He's wise-cracking, hard-hitting *Ross Dolan, Detective*, played by William Gargan, popular Hollywood tough guy. His adventures are packed with action, suspense and thrills!

GOOD ON THE DRAW

The man's got terrific drawing power! Formerly known as "I Deal in Crime," *Ross Dolan, Detective*, snagged an 8.6 as a sustainer . . . later brought in a walloping 10.3 for his client!

HAS TIME ON HIS HANDS

. . . And not just ordinary time either! It's *outstanding* network time. *Ross Dolan, Detective*, broadcasts on Saturdays at 8:00 pm EST . . . immediately followed on ABC by *Famous Jury Trials*, *Gangbusters*, *Murder and Mr. Malone*, and *Professor Quiz*. Somebody smart is going to grab this quick. Why not you?

Ross Dolan, Detective

Saturdays, 8:00 pm, EST

***ABC** Program Department*
CIrcle 7-5700

Also Available:

SO YOU WANT TO LEAD A BAND

Mondays, 9:30 pm, EST. Sammy Kaye and his orchestra in a sparkling, low-in-cost variety show.

THE OPIE CATES SHOW

Mondays, 8:30 pm, EST. Hilarious situation comedy about a small-town boy in the big city. New star, new show!

The Adventures of Bill Lance

Sundays, 5:00 pm, EST. A sure-fire adventure series with a new twist—a reluctant, music-loving sleuth! Exciting listening!

Candid Microphone

Thursdays, 8:00 pm, EST. A concealed mike listens in on fascinating, unrehearsed conversations of people in all walks of life.

TV's Future Depends on Cost Factor

N. Y. Retailer Compares Other Media, Offers Suggestions

By MURRAY M. SPITZER

Assistant Advertising Manager, Revlon Products Corp.

WHEN Thomas F. Joyce was manager of RCA television department, he predicted that within 10 years television would be fully commercialized, and a "billion dollar industry." Comparing radio and television on a basis of retailer's expenditures, he pointed out that only a small fraction of department store advertising monies go into radio advertising.

It is apparent today that the retailer is becoming more and more interested in television. He reads and hears about television's readiness to capture the market; about color television; about approximate costs of sets to consumers. And he is exposed to the theories of enthusiasts who are inclined to view optimistically the potentialities of television, without considering the enormous production costs that lie ahead.

Advertiser's Questions

The potential television advertiser of the future will want the answers to these pertinent questions:

1. How much will it cost to produce a television show?

2. How can advertising costs be kept low when using this new medium?

3. Will tele-advertising exclude other media from the advertising budget?

To throw some light on these questions, let us compare production costs between media.

For instance, take newspapers, which receive approximately 58% of the retail advertising dollar. In New York, the open rate for a full page in *The New York Times* costs $3,380 on weekdays, or $1.40 per line. On Sundays, the open rate for the main section is $2.10 per line, and $1.80 for the balance of the paper. *The Times's* contract rate for 100 thousand lines is slightly lower. But these figures do not include art and production expenses.

A little more than 1.5% of the retail advertising budget is spent on magazine advertising. When a department store advertizes in *Harper's Bazaar* or *Vogue*, cost of space for a full page in black and white is approximately $1,900. Other cost, such as art, type, engraving, and so on might come to another $300. Total: $2,200. For a four-color job, it would be safe to estimate double the expenditure of a black and white ad. Cost: About $5,000.

However, the medium most often compared to television is radio. According to the National Retail Dry Goods Assn., 4% of the ad budget of the medium to large size retailer is assigned to broadcasting. For specific example of how these dollars are spent, look at the half-hour radio show.

Production Costs

You can assume that this type of production consists of a five-piece orchestra, three actors, an announcer, a writer and a director. According to the Standard Rate and Data Book, the announcer is paid approximately $25, and musicians receive $18 per man, with, let us say, $30 extra for the leader of the band. So far, the totals $145.

AFRA scale for the three actors is, roughly, $24 per person, including one hour of rehearsal time. Pay checks for writer and director add up to another $100. Exclusive of time charges which vary according to hour and area coverage, the grand total is $310.

Now we examine a video show on a similar basis. In addition to the musicians, actor, announcer, etc., so necessary for radio production, a television show would also require at least two cameramen and their assistants, an assistant director to watch for and hand out cues, a stage manager, costumer, scene designer, make-up man, and a stage hand or two. Moreover, in television, actors will require more time to memorize their parts. It will not be possible for the cast to take their scripts directly to the microphones, as is done in radio today.

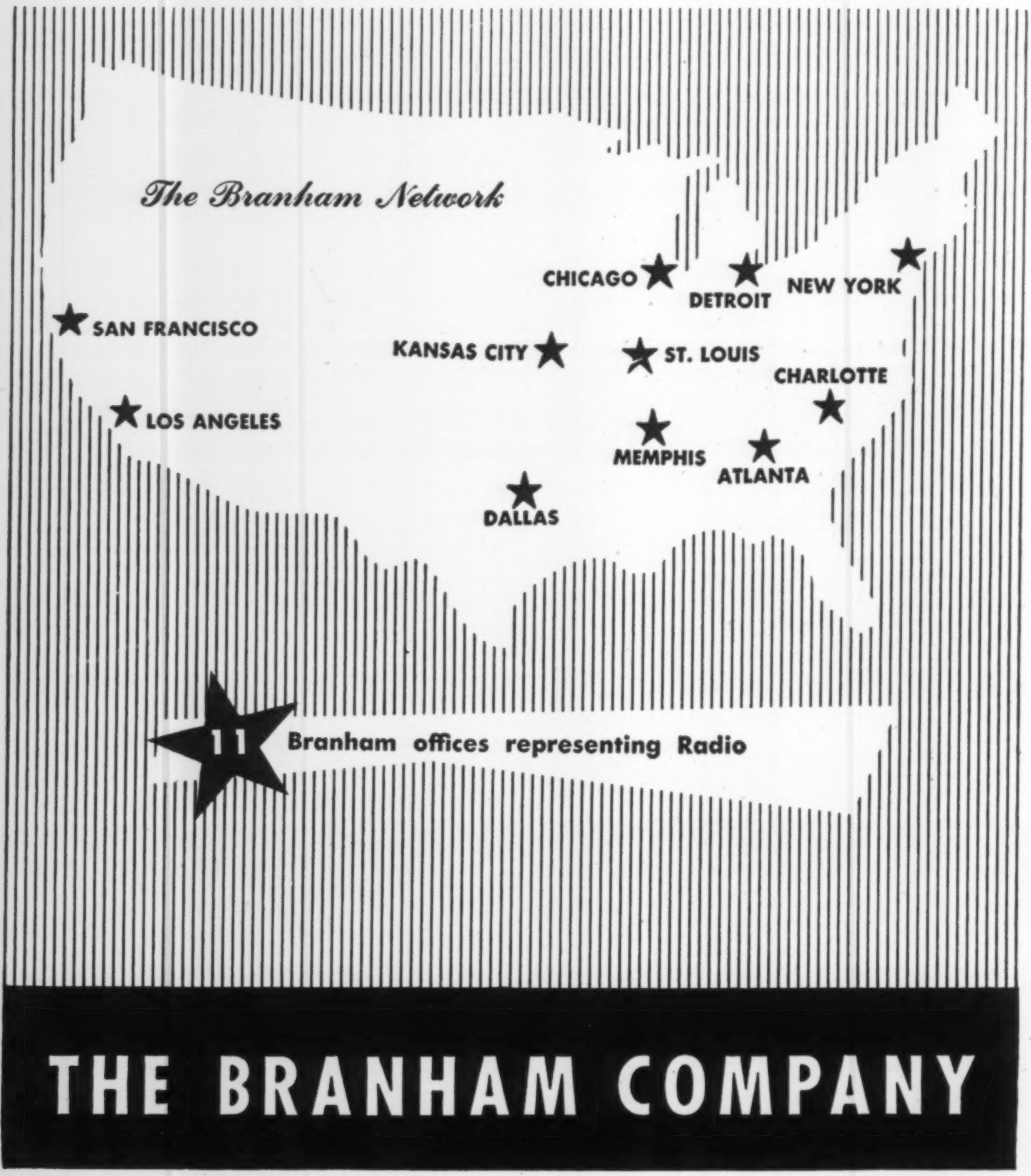
So, without even considering air time or line charges, the retailer will have a juicy bill to ponder over! How can he possibly meet the cost of all these artists and technicians, presuming he wishes to produce such a television show?

The first probable means lies in the cooperation of national manufacturers. Now, as during the war,

(*Continued on page 52*)

Hawaii Gridcast

ONE OF LONGEST remote broadcasts of a football game was aired by WJIM, 250-w ABC affiliate at Lansing, Mich., Nov. 29 from Honolulu. Play-by-play account of the Michigan State vs. U. of Hawaii game at Honolulu Stadium was presented by Howard Finch, WJIM's vice president and production manager, who doubles as sportscaster. He traveled to Honolulu with the Michigan State squad by plane. Game was relayed via shortwave to San Francisco and sent from there to Lansing via telephone lines.



THE BRANHAM COMPANY

IF IT'S LIONS YOU WANT...

Use a .416 Rigby in Kenya Colony!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford,
dominates the prosperous
Southern New England Market.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

Public service...

Actions are louder than words at the seven Fort Industry stations. Quietly, conscientiously, day after day, they have served the interests of more than 350 public service organizations during 1947...bringing their messages to giant audiences in seven leading markets.

Here, in their respective areas—stretching from Michigan to Florida—are only a few of the many 1947 public service records of the Fort Industry stations:

WGBS, *Florida's most powerful station ★ CBS—Miami*

Miami Weather Bureau and Hurricane Advisory Center
Miami Junior Chamber of Commerce
American Legion Posts of Dade County
AMVETS
Greater Miami Airport Association
North Dade County Chamber of Commerce
Military Order of The World Wars
Navy League of Greater Miami
William A. McAllister Post, Veterans of Foreign Wars
Military Order of The Purple Heart
B'nai B'rith Council of Greater Miami
Marine Corps League of Greater Miami
United Daughters of the Confederacy
Coral Gables Junior Chamber of Commerce
D. A. R. (Everglades Chapter)
Everglades National Park Commission
Miami Woman's Club
American Red Cross
Community Chest of Dade County
Florida State Board of Health
Dade County Health Department
Lighthouse for the Blind (Miami)
American Cancer Society, Dade County Chapter
American Tuberculosis Association, Dade County Chapter
Blood Bank of Dade County
C. A. R. E.
Florida Ass'n for Crippled Children & Adults
Florida Children's Committee
Mental Health Society of South Florida
Florida State Vocational Rehabilitation Service
Safety Education Division, City of Miami
Maternal & Child Welfare Department, City of Miami
South Florida Humane Society
Family Service Bureau of Dade County
Dade County Board of Education
University of Miami
University of Florida
Dade County Classroom Teachers Association
Florida State College
Adult Education Division (Dade County)
Barry College for Women (Miami)
Miami Senior High School
4-H Clubs of Dade County
Future Farmers of America (Dade County Chapters)
Future Homemakers of America (Dade County & Florida Chapters)
Florida State Fair
Florida State Department of Agriculture
United States Department of Agriculture
Florida State Horticultural Society
Florida Farm Bureau
Florida State Extension Service
Florida State Market Bureau
Dade County Junior Red Cross
Dade County Girl Scout Council
Miami Children's Theater
Local Youth Centers
Dade County Board of Commissioners
Miami Police Department
Coral Gables Police Department
City of Hialeah
City of Miami Springs
United States Air Forces (Miami Air Depot)
United States Navy (Miami Recruiting Office)
United States Army (Miami Recruiting Office)
United States Marines (Miami Recruiting Office)
Veterans Administration (South Florida district)
United States Treasury Department
United States Postoffice Department (Miami)
United Council of Church Women
Dade County Citizens Food Committee

WMMN, *Fairmont, W. Va.—5,000 Watts, CBS in Monongehela Valley*

Community Chest
Marion County Red Cross
Marion County Ministerial Association
Union Rescue Mission
Veteran's Administration
United States Army
United States Navy
United States Marines
Fairmont State College
West Virginia University
Marion County Tuberculosis Association
American Legion
Veterans of Foreign Wars
C.A.R.E.
Marion County Social Hygiene
Marion County Cancer Society
United States Treasury
Fairmont Children's Theatre
Church World Service
N.A.A.C.P.
Disabled American Veterans
Alcoholics Anonymous
Junior Chamber of Commerce
Rotary Club
Lions Club
Kiwanis Club
Exchange Club
National Guard
F. H. A.
Safety Council
West Virginia State Police
Student Nurses
West Virginia Veterans
American Legion Auxiliary

WSPD, *the voice of Toledo, NBC*

Toledo Board of Education
Y. M. C. A.
Toledo Community Chest
Toledo Chapter Red Cross
Toledo Citizens Food Committee
Toledo Museum of Art
Toledo Council of P. T. A.
U. S. Army Recruiting
U. S. Marine Recruiting
U. S. Navy Recruiting
U. S. Coast Guard Recruiting
Daughters of American Revolution
Friends of Music
War Assets Administration
Boy Scouts of America
United States Treasury Department
Catholic Youth Organization
Toledo Chamber of Commerce
Old Newsboys Association
Ohio State Safety Council
United States Employment Service
Toledo Chapter American Cancer Society
Public Library
Veterans Administration
Zonta Club
Town Hall
"Friendship Train"
Findlay High School
Toledo Union Station
Business and Professional Women's Club
Employ The Handicapped Week
International Institute
Knights of Columbus

. . . . *not* lip service

WAGA, *Atlanta's Most Progressive Station*

- Community Chest
- Veterans Administration, Atlanta Office
- U. S. Army, (Atlanta recruiting)
- American Legion, Atlanta Post #1
- Department of Commerce, Atlanta Office
- 11 Local High Schools
- Atlanta Area Council, Boy Scouts of America
- Rehabilitation Division, Ga. Dept. of Education
- Atlanta Chamber of Commerce
- United Daughters of the Confederacy
- American Cancer Society, Atlanta Chapter
- Baptist Training Union
- Junior Achievement
- Boy's Estate
- Georgia State Forestry Division, Department of Conservation
- Atlanta Police Department, Traffic Division
- University of Georgia, College of Agriculture
- Atlanta Citizens Better Homes Committee
- Fulton County Health Department
- Yaarab Temple, Mystic Shrine
- 4-H Clubs
- Optimist Club
- Jolly Homes for Children
- Parks Division, Department of Conservation
- Atlanta Civic Theatre
- Agnes Scott College
- State Department, State of Georgia
- Atlanta Retail Credit Association
- Y.M.C.A.
- Alcoholics Anonymous
- American Red Cross, Atlanta Chapter
- Atlanta Womens' Chamber of Commerce
- Southeastern Fair Association
- Georgia Agriculture & Industrial Development Board
- 3rd Army Headquarters, United States Army
- Atlanta Federation of Womens Clubs
- Variety Club, Charity Drive Committee
- Atlanta Board of Education
- Jewish War Veterans, Atlanta Chapter
- Atlanta City Council
- Atlanta Moonlight Opera
- United States Naval Air Station, Chamblee, Ga.
- Aidmore Hospital for Crippled Children
- Atlanta Historical Society

WLOK, *Lima's NBC voice in a great test market*

- American Legion
- Better Business Bureau
- Boy Scouts
- Business and Professional Women's Club
- Daughters of the American Revolution
- Lima Fire Department
- Local High Schools
- Junior Chamber of Commerce of Lima
- Junior Service League of Lima
- Lima Community Players
- Lima Friends of Music
- Lima Public Library
- Ministerial Association
- National Guard
- American Red Cross
- Social Security
- Soroptomist Club
- Tuberculosis Association
- United States Army
- United States Marine Corps
- United States Navy
- United States Naval Reserve
- Veterans Administration

WJBK, *Detroit—the new WJBK now broadcasting only in English*

- American Cancer Society
- Mercy Hall Hospital
- Naval Air Reserve
- National Safety Council
- Boy Scouts of America
- National Foundation of Infantile Paralysis
- University of Michigan
- Michigan National Guard
- League of the Handicapped
- United States Air Force
- United States Navy
- United States Army
- United States Marine Corps
- Automobile Manufacturers Association
- Detroit Federation of Women's Clubs
- Detroit Public Schools
- Highland Park Board of Education
- Detroit Public Library
- Michigan Unemployment Commission
- Detroit Community Chest
- Old Newsboys' Goodfellow Fund
- Michigan Department of Conservation
- Wayne University
- University of Detroit
- Damon Runyon Cancer Fund
- United States Treasury Department
- AMVETS
- Disabled American Veterans
- V. F. W.
- American Legion

WWVA, *Wheeling, W. Va., 50,000 watts covering the golden triangle . . . Ohio, Pennsylvania, West Virginia—CBS*

- Wheeling Ministerial Association
- St. Joseph Cathedral
- St. James Lutheran Church
- United Presbyterian Church
- Holy Name Society (Steubenville, Ohio Diocese)
- Fourth Street Methodist Church, on "WWVA Church Time"
- Salvation Army
- YMCA and YWCA
- Bethany College
- West Liberty College
- West Virginia State University
- Ohio County Board of Education
- 28 Local High Schools participating in "Junior Town Meeting of the Air"
- Oglebay Institute
- U. S. Army, Navy, Marine & Coast Guard Recruiting Service
- Boy Scouts
- Girl Scouts
- American Red Cross
- Community Chest Fund
- Wheeling Symphony Society
- Greater Wheeling Celebration Committee
- Veterans Administration
- Department of Public Safety, State of West Virginia
- Office of Governor of State of West Virginia
- Office of Governor of State of Ohio
- Health Department, State of West Virginia
- National Safety Council
- C.A.R.E.
- United States Treasury Bonds (West Virginia Division)
- Wheeling Fire Department
- West Virginia Conservation Committee
- Department of Unemployment Compensation
- United States Department of Labor
- Jefferson County Farm Bureau Cooperative Association
- War Assets Administration
- Damon Runyon Cancer Drive
- Ohio Valley Board of Trade
- West Virginia National Guard
- National Foundation for Infantile Paralysis
- American Legion
- AMVETS Convention
- Ohio County Wild Life League
- Wheeling Ohio County Airport
- Ohio Valley General Hospital
- North Wheeling Hospital
- Bethlehem Community Association
- City of Wheeling Council
- Civilian Committee for Celebration of Navy Day
- Wheeling Business & Professional Women's Club

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla.

Editorial

Greatest Story: Untold

CONGRESS is in special session. Consideration of matters other than the emergency relief crisis is unlikely. But Congress can scan other legislation preparatory to the regular session in January.

Radio may fall in that latter category. Chairman White of the Senate Interstate Commerce Committee hasn't forsaken his bill to rewrite the Communications Act of 1934 on which hearings were held last June. S. 1333 is being redrafted. Senator White hopes to get it out of committee, fully approved, before the session ends. Then he will press for Senate passage at the regular session—which he says will be his last before he retires from public life.

Senator White's original bill exploded in radio ranks with atomic force—this despite the fact that for years he had been regarded as radio's best legislative friend. Except for its appellate provisions, few words were spoken in its favor. NAB President Miller led radio's virtually solid front in opposition. The gist was that the White Bill made a shambles of the Bill of Rights as it applies to radio; that by legislative fiat it would make the FCC responsible for over-all program and business regulation of radio.

Radio cannot afford to turn a deaf ear to Senate Committee reactions. Senator White is embittered. He wants a new radio law as his legislative legacy. It would be trifling with fact to say that a majority of his committee would not go along with any reasonable measure proposed by Senator White. Most of the Senate would follow him on radio.

We doubt whether Senator White's rewritten bill will be regarded as satisfactory. Anything short of a reversal of approach, which would place radio on equal footing under the First Amendment with other media of free expression, would be objectionable. Judge Miller asserts it may take 100 years to achieve for radio its rightful heritage of freedom.

Only one ignorant of the facts would take issue. But, by the same token, it is evident that radio has fumbled the ball. Too many broadcasters are content to pay their NAB dues and forget that it is *their* license that is at stake, a responsibility that cannot be shunted to a trade association or a network. It is *their* freedom and the freedom of *their* listeners.

The story of radio hasn't been told to Congress or to the public. It is a story that must be told incessantly. The vocal minorities are heeded because they're at it all the time. That's why there's a Securities & Exchange Commission; why the motion pictures are subject to review boards, which are tantamount to censorship.

If the NAB has fallen down, broadcasters are responsible, for the NAB is a voluntary association, set up to do the bidding of organized broadcasters.

Radio's worst shortcoming is its failure to indoctrinate Congress with the great story that is radio and what a reasonably free radio has achieved. Call it by its name, "lobbying," if you will. Is it repugnant to American concepts to plead one's case in Congress or with members of Congress? Have not the anti-radio minorities been doing just that? Some in radio feel there's a sinister connotation to registration under the Lobbying Act. Yet the Nov. 17 issue of the *Congressional Record*—the first of the new session—carries literally hundreds of names of men high in trade association, legal and other pursuits who are so registered. They represent newspaper, magazine, motion picture, and other interests. But the name of radio appears nowhere on those rolls.

To argue in behalf of one's freedom (or to lobby) is the very essence of democratic government. Through radio's microphones (and now its iconoscopes) radio lobbies in behalf of the interests of all—all save itself.

The public hasn't the slightest notion of what will happen to their radio if the grip of Government tightens. Radio's story telling has been too high-sounding, too ethereal, too intermittent—just words.

You can argue codes, creeds, allocations and music until sign off. It doesn't mean a thing if this greatest story remains untold. A Government-kept radio would be a sign of decadent democracy. But so few seem to recognize that.

FCC Fiscal Farce

WHOLLY apart from any consideration of the White Bill, we hope Majority Leader White, or some other considerate legislator, will do something about the pay plight on the FCC. Commissioners receive $10,000 per annum, which represents no increase over the stipend fixed in 1927 when the Radio Commission was created. Department heads and their assistants get nearly as much under the war-revised schedules.

For better or worse, Chairman Denny quit because of the pay. There are well-founded reports that others are considering the same course (and we wouldn't shed too many tears if the lightning struck once). A number of good men would be interested in getting on the FCC, or sticking with it, if they could make ends meet.

A simple amendment to the existing law would do it. We think the pay increase should be to $15,000 a year. If Congress waits for the legislative mills to grind out an entire controversial bill, the FCC may have on its rolls a flock of third-raters who couldn't earn $10,000 elsewhere.

'My Son, My Son!'

H. V. KALTENBORN, a timeless monolith on the commercial broadcasting scene, last week may well have mused, with King Lear: "How sharper than a serpent's tooth it is to have a thankless child." Mr. Kaltenborn's son, Rolf, was busy at a project which, if successful, would do the old man out of a job.

Rolf, sometime instructor at Yale U., writer, lecturer and, for his years, a veteran critic of U. S. broadcasting, had revived the old subscription radio plan (see story this issue). Rolf was promoting his plan in a series of lectures which left no doubt as to his determination not only to bite the hand that had fed him (and handsomely) but perhaps chew it off to the wrist.

The title of one of his recent lectures, at Bradley U., Peoria, Ill., was "Radio—Pawn of Politicians and Hucksters." American broadcasting, Rolf pronounced on this occasion, "is nothing but a gigantic billboard which we introduce into our homes."

Rolf's revelation probably came as a surprise to some of his audience who earlier that very night had doubtlessly heard one of the most familiar voices in radio. It was H. V. Kaltenborn broadcasting his nightly news analysis on behalf of—whisper the hated word—a sponsor, Pure Oil.

Our Respects To—

CHARLES HOWARD LANE

CHARLES HOWARD LANE, son of a small town banker, chose journalism as a career that would be far removed from the formal and unexciting world of high finance. Somewhere between his decision to become a member of the Fourth Estate and his present occupation as director of broadcasting for Field Enterprises Inc., Mr. Lane has had a good cause to appreciate his father's early guidance. For, as director of Marshall Field's radio empire, encompassing WJJD Chicago, WSAI Cincinnati, KOIN Portland Ore., and KJR Seattle, he has far more use for sound business judgment than the flair for colorful copy that marked his brief newspaper career as a reporter for the Fresno (Calif.) *Bee.*

Howard (his first name has long since been dropped) Lane was born May 30, 1908, in Cameron, Ill., and remained in that vicinity until he was 10 years old. When the Lane family moved to Fresno, Howard felt the same pioneering thrill that made the early '49ers brave Indian attacks for the sake of an uncertain future. He was mildly disappointed when Fresno turned out to be a prosperous city, complete with electric lights and running water.

By the time he was old enough to enroll at Fresno State College he was also old enough to work in his spare time as a cub reporter on the local newspaper. In his second year at Fresno College he was transferred to Stanford U.

It was while at Stanford that an automobile accident narrowly missed putting an end to both his life and his career. When he came out of the coma, doctors told him the grim news: A broken back, a dozen or more fractures of the arms, legs and ribs. For two and a half years Mr. Lane spent most of his time in hospitals and doctors' offices learning to walk. He not only recovered completely but in the interim got a liberal education reading back numbers of *Literary Digest, Colliers* and *The American Journal of Digestive Diseases.*

Because his treatment required him to go to hospitals in San Francisco, Howard transferred to the U. of California where he stayed for two semesters. Once he was able to walk without crutches he returned to Stanford where he graduated in 1930 with a B. A.

Fortified with a diploma he entered a brave new world that was coming to grips with a new economic malady diagnosed as a "depression," and the offer from his old boss at the *Fresno Bee* of a $25-a-week job on the sports desk was eagerly accepted. He might still be

(*Continued on page 50*)

Better Service, more of it

. . . FOR 1948

Delicious, complimentary meals

Prompt and courteous ticket service

The World's finest fleet

Baggage and cargo handled with care

En Route

A Christmas gift for America . . . better service, more of it, at economical cost! That is what the Scheduled Airlines of the United States are hanging on the nation's Yule tree . . . for everyone's use and benefit today and in the months to come. The Airlines have more than doubled their early postwar seating and freight capacity—an all-time high in number of planes, number of seats, number of daily flights. There is new operating efficiency, new comfort and convenience, new streamlined methods of serving you on the ground. No matter where you live or where you're going—first-time passenger or old-timer—more than ever . . . *it pays to fly!*

Air freight rates are now so low that hundreds of new commodities now go by air at a saving. Air mail is only 5¢. Passenger fares can save you money too! So travel, ship and mail . . . by air! Call the nearest Scheduled Airline office or your travel agent for reservations. This advertisement is sponsored by the nation's *scheduled* Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES

Respects

(Continued from page 48)

pounding out a sports column if a newscaster on KMJ had cared to heed the advice against imbibing of the cup that cheers. When the newscaster was dismissed, Mr. Lane stepped into the breach and became, overnight, a commentator. Since the station was owned by the paper his only reward was the start of a career that has paid off handsomely.

Mr. Lane's ability as a news commentator soon brought on added duties until, in 1932, he was appointed station manager. Three years later he transferred to Sacramento as business manager of the five McClatchy-owned stations. The next seven years he not only learned the fundamentals of successful radio management but established an enviable record for sales and public service activities which led to his election to the board of directors of District 13 (California) of the NAB in 1939.

Mr. Lane was re-elected to that body in 1941 but resigned one year later to reverse the old maxim by Greeley. He moved east to Chicago on the invitation of CBS and Paul Kesten as station relations manager for CBS Central Division.

In that capacity Mr. Lane not only performed yeoman service in the essential job of keeping affiliates happy but made scores of friends in the industry. His work was so well liked that in November 1943 CBS moved him further east to New York as station relations director for the entire network.

The came a new turn in Mr. Lane's career. By 1945 Marshall Field 3rd already had made the influence of his wealth felt with the purchase of WJJD in Chicago and WSAI in Cincinnati and felt the need for further expansion. But his first requirement was the services of a man thoroughly grounded in radio management. A telephone call to Mr. Lane quickly solved the problem .

On Oct. 1, 1945, Mr. Lane resigned at CBS to become director of broadcasting of Field Enterprises (which also included the PM, *Chicago Sun-Times*, Simon & Schuster, and Quarrie Corp). His first task was to establish WSAI, which had been a poor relation of its parent station, WLW, as a power in a major market. He took steps to bring that about by appointing one of radio's best known salesmen, Lou Avery, to act as national representative, and by putting in as manager a man who had made a record as a top-notch program specialist, Robert Sampson, formerly of KWK St. Louis.

Upcoming Events

On Mr. Lane's calendar of upcoming events are such matters as attendance at the next meeting of the NAB Board of Directors, to which he was elected during the recent Atlantic City convention; selection of equipment and personnel for WFMF, the FM sister station of WJJD, and for KOIN-FM and WSAI-FM. Further ahead for 1948 is the construction and operation of Field Enterprises' first television station (channel applied for), which it acquired with the recent purchase of the *Chicago Times*.

One of radio's busiest men, Mr. Lane, now only 39, also finds time to worry about the crops and his herd of Holstein cattle on his 115 acre farm. The farm and his 10 year-old son, Charles, are his two chief hobbies. More for convenience than for any love of golf, he belongs to the Sunset Ridge Country Club in Winnetka, Ill., the Washington Athletic Club in Seattle, and the Arlington Club in Portland.

Mr. Lane is married to his college sweetheart, the former Marie Waterman. The family lives in Sunset Ridge in suburban Northfield.

As Mr. Field expanded his radio interests by purchasing KOIN ($900,000) and KJR ($700,000) Mr. Lane went over all available prospects for the management of the stations and came up in Portland with a local candidate who was already on the payroll. H. H. (Harry) Buckendahl was promoted from commercial manager to station manager of KOIN, while retaining his former capacity. In Seattle Mr. Lane appointed J. Arch Morton, former Pacific Coast sales manager of CBS, as manager of KJR. Another Lane appointment was Robert Boulware as commercial manager of WSAI, who resigned at Procter & Gamble after 10 years in the radio department.

Mr. Lane has been Mr. Field's right hand in final choice of station properties and his judgment has been well founded, since Field Enterprises expects to realize a substantial 20% or more profit in 1947 on its investment.

COMMERCIAL

HARRY T. FLOYD, former eastern sales manager for Walt Disney commercial and educational film division and more recently sales manager of Princeton Film Center, has joined NBC's television sales department as an account executive.

DONALD A. DONAHUE has been appointed eastern manager of radio station representative division of Lorenzen & Thompson Inc., New York, effective Dec. 1. He formerly was account executive with George P. Hollinbery Co., New York.

Mr. Donahue

GEORGE MOSKOVICS, commercial manager, CBS television department, will discuss on-the-scene telecasts and their relative advantages and problems as compared with studio productions Dec. 11 at monthly evening meeting of American Television Society at Adv. Club of New York.

JAMES C. DUNAWAY, formerly with announcing and music departments of WLBB Carrollton, Ga., has been appointed commercial manager of that station, succeeding **GRADY REEVES**. Mr. Dunaway formerly was with WGAA Cedartown and WGAU Athens, Ga.

MARTIN KATHERINE JONES has been named bookkeeper-secretary of WLBB, succeeding **ELIZABETH MATTOX**, who resigned to marry Dr. Claud Cobb.

OSCAR LEWIS, former advertising manager of Florence (Ala.) Times and Tri-Cities Daily, has joined WJOI Florence, as commercial manager.

ROBERT E. MILLER, former announcer on several Ohio stations, has joined sales and promotion staff of Pan American Broadcasting Co., international radio station representatives.

KWTC Barstow, Calif., has appointed **GENE GRANT & Co.**, Los Angeles, as national sales representative.

JOHN REYNOLDS, for past two years account executive of General Adv. Agency, Hollywood, has joined sales staff of KXOK St. Louis.

MIKE McGANNON has joined sales staff of KQV Pittsburgh.

ROBERT E. CLARK, formerly with KLDK Del Rio, Tex., has joined sales staff of KTSA San Antonio, Tex.

FRIEDENBERG AGENCY, station representative, has announced opening of a Chicago office at 333 North Michigan Ave., with **PETERSON KURTZER** as manager.

CARL DOZER, sales manager of WCAE Pittsburgh, has been elected president of Tech Alumni Federation.

WILLIAM G. RAMBEAU Co. has been appointed national representative for WVJS Owensboro, Ky.

CKCH Hull, Que., has appointed John Hunt Assoc. as Vancouver representative.

ADAM J. YOUNG JR., head of station representative firm of that name, is the father of a boy.

ANN WARD has joined traffic department of CFCH North Bay.

WSPR Springfield, Mass., has received plaque from Military Personnel Procurement Service of First Army in "appreciation for the patriotic co-operation of WSPR . . . whose personnel and transmission facilities have contributed generously to promotion and recruiting campaign by publicizing the need for an adequate Army."

QUARTERLY dividend of $2.25 per share has been declared by directors of AT&T, payable Thursday, Jan. 15 to stockholders of record at close of business Monday, Dec. 15.

A New Voice in . . .
NORTH JERSEY
with 5000 LUSTY WATTS
that REACH 1,000,000 HOMES
HERE'S the Baby
that can tell your Story!
MArket 3-2700
1430 Kilocycles
WNJR
91-93 HALSEY ST.
NEWARK 2, N. J.
OTIS P. WILLIAMS, General Manager
The Radio Station of the Newark News

"Reach The Rich Inland Empire"
Surrounding
SPOKANE, WASHINGTON
With
KNEW
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network
*Latest Equipment
*Modern Studios
*Experienced Personnel
"The Voice of KNEW Sells"
HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS . . . ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for **YOU** *in America's richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED 13 – 26 – 52 WEEK CONTRACT PLAN

WORL

BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

TIME'S UP

YEARBOOK
DEADLINE
THIS WEEK

**WRITE, WIRE
OR CALL COLLECT
FOR RESERVATION**

There's still time all this week to reserve space in the BROADCASTING Yearbook.

The Yearbook places your sales story before top radio buyers and keeps it there for a whole year. And at one cost prorated over the sales life of the book—12 full months.

Bills are not rendered until after February 1948 when the 16,000 (guaranteed) Yearbooks reach the nation's key buyers.

Sell these key buyers through the Yearbook and you sell those who invest 87% of the network and national spot dollar. Better reserve space now. It's MEtropolitan 1022 . . . or—

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

THE
1948
YEARBOOK

. . . the best buy (far) in the trade paper field

TV's Future

(Continued from page 44)

many manufacturers plan to give advertising allowances and direct promotional aid to the sellers of their products. Radio, direct mail, and newspaper advertising will benefit. Television too will be used, on a share-cost basis.

Teletroupes

The sales-minded manufacturer will sponsor "teletroupes." As compact performing units, they will travel from city to city, appearing in department stores as demonstrators representing the company.

Visualize this setup. A company such as Westinghouse prepares a line of home appliances. It then builds a musical video show that ties in, directly or indirectly with the line of appliances. After the script is written, a troupe (to which Broadway and Hollywood will most likely contribute talent) is formed. It becomes known as the Westinghouse Video Players.

After a presentation is whipped into shape, an itinerary is planned and organized by the sales promotion department of Westinghouse. This trip can be arranged so that the company and its retailers share expenses; perhaps 70-30, 60-40, or 50-50.

Upon receiving notice that the Westinghouse Video Players will arrive in his city, the department store manager sets aside a section of his home furnishing floor. Here, Westinghouse products are given promotional prominence and display. The store's publicity department launches a well-planned campaign. All advertising carries announcements of the players' arrival and the date of the telecast.

Finally, the production is televised. With full cooperation between the retailer and Westinghouse Co. and a thorough sales promotion job, resultant sales of appliances and kindred lines should soar.

New York Total

Incidentally, according to an article in *Life* magazine of May 27, 1946, there were approximately 3,500 television sets in New York, with total audience of 20,000. This audience viewed Standard Brand's telecast, *The Hour Glass*, which cost the company $4,000. *Life* reported that Standard Brands received from the public only two fan letters. Both, it was noted, liked the show.

The same sponsor broadcasts a Sunday night show to reach 20 million people, at $20,000 per broadcast. Obviously, wealthy Standard Brands can afford to pioneer and experiment, in order to get on the ground floor with the tremendous television audience.

The retailer, on the other hand, is deeply serious regarding immediate sales. On this premise, Gimbel's of Philadelphia promoted a television show in cooperation with Philco, in the fall of 1945. It featured *intra*-store telecasting. Publicity value and direct response in consumer traffic succeeded all expectations.

After that time, Gimbel's telecast a show once a week on WPTZ, for 13 week periods. Results, based on 752 set owners, ranged from 0.7% to 7.1%. Considering limitations, these figures seem to indicate the tremendous role this powerful medium will play in merchandising.

Another means whereby the retailer will be able to keep advertising costs low is video films. These will be produced by professional movie makers, with featured players and stars. (RKO, Paramount, 20th Century Fox and other major studios have already formulated plans and some are now making such films.)

Like Mat Services

Manufacturers, resident buying offices and retail syndicates will prepare films directly for telecasting. Actually, they will perform the same function in advertising as present mat services do. It will only be necessary for the retailer to drop his "sig" on the screen and, of course, to pay transmitting charges.

A great mail order house or a chain of stores, such as Sears Roebuck or J. C. Penney might use television films as direct aid to mail order buying. Identical reels can be shipped to all stores in the chain for coordinated *inter*-store or *intra*-store telecasting promotions or for showing over the local television station.

A third method of cropping costs will be "tele-spots," an idea borrowed from radio and especially adaptable to television. (R. H. Macy used them successfully for some time on WABD-DuMont.) Retailers of the future will take five minutes of each day, at certain hours, to bring featured sales values or special promotions to the public. Fashion shows can be presented by lovely models who display the clothes to best advantage. These models may become regular members of the store staff, later to be used in *intra*-store television.

WINX Washington's Two Boosters to Start Jan. 1

WINX Washington's two new booster stations [BROADCASTING, Nov. 17], making WINX only "750-w station" in the U. S., are slated to go into operation around Jan. 1, officials of the *Washington Post* outlet said last week. The station, assigned 1340 kc with 250 w, is also the nation's only two-booster operation, FCC officials reported.

The boosters are in the experimental category, however, authorized for use in connection with a developmental FM station operating on 936 mc as a link between the main transmitter and the boosters. The present main transmitter site at the WINX studios will be used for one of the two new synchronous amplifiers while a new main transmitter will be set up in nearby Arlington, Va.

MANAGEMENT

S. M. ("Sil") ASTON has been appointed general manager of WAIT Chicago, according to an announcement made by **GENE T. DYER**, owner. Mr. Aston formerly was Chicago manager for national representative firms of Howard Wilson Co. and Paul H. Raymer Co.

ARNOLD F. SCHOEN Jr., has been appointed general manager of WPRO Providence, R. I., effective Dec. 1. Mr. Schoen, former local sales manager for WPRO, succeeds **FRED R. RIPLEY**.

ED W. JENKINS, Navy veteran, formerly with WSUI Iowa City, and WMT Cedar Rapids, has been named station manager of WVFG, new AFRS station at Valley Forge General Hospital, Phoenixville, Pa.

WILLIAM F. MAAG JR., general manager of WFMJ Youngstown, Ohio, and editor and publisher of The Vindicator, has been honored by Youngstown Chamber of Commerce through establishment of a William F. Maag Jr. Scholarship in Youngstown College, of which Mr. Maag is a trustee Check for $12,500 was presented to be used to pay for tuition and books for a worthy person to be selected by Mr. Maag. Chamber of Commerce set up the scholarship as means of honoring Mr. Maag for his "outstanding contribution to the city."

WALTER S. LEMMON, president, World Wide Broadcasting Foundation, will speak on "Freedom or Control in International Broadcasting," Dec. 5 at New School for Social Research, New York, in session to be conducted by **ARNO HUTH**, authority on international radio, and **MILTON D. STEWART**, research director, President's Committee on Civil Rights.

JULIAN SCHWARTZ, manager of WSTC and WSTC-FM Stamford, Conn., recently was honored by 300 citizens at testimonial dinner at which he was presented key "to the heart of Stamford" and combination AM, FM and phonograph receiver.

VICTOR A. SHOLIS, general manager of WHAS Louisville, is the father of a boy.

AMON G. CARTER, president of WBAP Fort Worth, Tex., has been elected to board of directors of American Petroleum Institute.

KCRK, Gazette Co. FM Station, on Air

KCRK, new FM station of the Cedar Rapids *Gazette*, began operations Nov. 16 on 96.9 mc, channel 245, with 18 kw power. Power will soon be increased to 48 kw. Station broadcasts from 3 to 9 p. m. daily.

The Gazette Co. will start AM broadcasting early this month, with KCRG call letters. Offices, studos and transmitter site will be shared with KCRK.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

which comes first....

the station—or the representative?

It all depends. Under ordinary, usual methods of representation, the station representative is strictly in business for himself. Under The Bolling Plan, conceived and designed from the station viewpoint, we are aggressively in business *with* and *for* our stations.

Because of thinking like that, there's bound to be a whale of a difference. And who is it . . . under The Bolling Plan . . . that gets the *real* benefits —the station or the representative?

the station —because it enjoys full attention as one of a small list, and has the assurance of knowing the Bolling list will *stay* small. It knows it will never be one of the crowd, fighting for a fair share of its representative's over-loaded facilities.

the station —because every Bolling man is an accomplished salesman with years of successful spot radio experience behind him. His talents are shared by only a few, well-managed stations. You will never find a second-stringer on the Bolling team.

the station —because Bolling men believe that knowing all about what they sell is imperative before they sell it. Quiz a Bolling man about any Bolling-represented station. He's equipped with the facts and he knows how to present them.

the station —because Bolling men are eternally interested in everything that makes radio better, more productive. They offer suggestions, counsel, plans that help both station and advertiser. They realize they can best grow by helping spot radio itself to grow.

the station —because The Bolling Plan is built upon the conviction that station representation *can* and *should* be better. Under The Bolling Plan, it is. Bolling-represented stations are enthusiastic in saying so.

In short, the station benefits at every point under this progressive, intensive program for national spot selling. The Bolling Plan is made-to-order for only a few broadcasters. It isn't altruistic . . . and it won't work on a mass production basis. It's the best answer yet for stations who don't want to be one of the crowd.

The Bolling Company | ***radio station representatives***

NEW YORK • CHICAGO • HOLLYWOOD

North Carolina
Is The South's
No.1 State
and
North Carolina's
No.1 Salesman
is

WPTF
680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

AGENCIES

FRED E. ADAMS, who has been with G. M. Basford Co., New York, for five years, has been elected a vice president. He is an account manager with the agency.

SAM K. BEETHAM, formerly with Owens-Illinois Glass Co., Toledo, and former advertising manager of Libbey Glass and Owens-Illinois Can Co., Owens-Illinois subsidiaries, has joined creative staff of Grieswold - Eshleman Co., Cleveland, Ohio. Before entering advertising field, Mr. Beetham practiced law for ten years.

Mr. Beetham

EDWARD E. KEELER, president of Western Adv., Los Angeles, has been awarded 6th Degree Key, highest honor of Alpha Delta Sigma, national advertising fraternity. Award was in recognition of his contribution to fraternity, being charter member and past president of Los Angeles Alumni Chapter and having completed five-year term as national treasurer.

HEINTZ & CO., Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

R. G. McKOWN, formerly with Campbell-Ewald and D. P. Brother & Co., has been appointed personnel director of Detroit division of Brooke, Smith, French & Dorrance.

BETTE LEONARD, assistant traffic manager of Boston office of James Thomas Chirurg Co., has been appointed traffic manager of agency's New York office. Agency is expanding its Manhattan traffic department.

J. B. TAYLOR, manager of Dallas branch of McCarty Co., Los Angeles, has formed J. B. Taylor Inc., taking over business of the branch. Other officers are: **THOMAS W. NORSWORTHY,** vice president; **MARY TEVIS BENNETT,** treasurer; and **LESLIE SHULTS,** secretary and attorney.

DON E. JORDAN has resigned from the Esso copy group at McCann-Erickson, New York, where he was employed six years, to become associate copy director at Paris & Peart, New York.

WALTON BUTTERFIELD, who has divided his time between H. B. Humphrey Co., Boston, and its branch office in New York for almost a year, has been transferred to New York office. Mr. Butterfield, account executive and radio consultant, was producing a 39-week show in Boston for R. H. Stearns Department Store.

CHARLES G. MORTIMER, vice president in charge of advertising for General Foods, New York, and **HARRY HARDING,** vice president of Young & Rubicam, arrive in Hollywood Dec. 4 for conferences on "Danny Thomas Show."

TELRAD Adv., subsidiary of Sternfield Godley Inc., both of New York, has been formed to handle television and radio advertising. **RALPH S. STERNFIELD** is vice president and manager of the agency, which is located at 280 Broadway.

GILBERT J. SUPPLE, formerly with Morse International Inc. and Vick Chemical Co., both New York, has joined Badger, Browning & Hersey Inc, New York, as visual and radio copywriter.

DONAHUE & COE has opened Hollywood office located at 931 North La Cienega Blvd. **WALTER BLAKE,** formerly with McCann-Erickson, has been appointed West Coast manager.

DAY THORPE has been appointed manager of Washington, D. C. office of J. M. Hickerson Inc.

GUILFORD Adv., New York, has opened branch office in Arcade Bldg., St. Louis.

EARL EBI, producer of J. Walter Thompson Co., Hollywood, has been assigned to handle Elgin Watch Co. two-hour Christmas show. He also produced Thanksgiving program.

GEORGE F. McGARRETT has resigned as director of Lucky Strike radio operations for Foote, Cone & Belding, New York. He has no definite plans at the present.

GILBERT J. SUPPLE, former assistant to advertising manager of Vick Chemical Co., has joined Badger & Browning & Hersey, New York, as publication and radio copywriter.

MALCOLM LUND, former director of advertising and sales promotion for United Wallpaper Inc., and its subsidiaries, has joined Chicago office of Young & Rubicam, as account executive.

ALICE DOCKTER, secretary-treasurer of Kemmerrer Inc., Hollywood agency, and Thomas Collins were married Nov. 22.

TED COLBY, program director of KHUM Eureka, Calif., and prior to that radio account executive of General Adv. Agency, Hollywood, has rejoined that agency in similar capacity.

ED REYNOLDS, publicity director of Chicago office of Foote, Cone & Belding, has resigned effective Dec. 1 to start his own public relations firm.

JOHN BREW and **JOSEPH P. BRAUN** have been elected directors of Kenyon & Eckhardt, New York. Mr. Brew, with the agency since 1942, is also vice president and account executive. Mr. Braun is vice president in charge of media. He has been with agency in various capacities since 1933.

Mr. Brew

Mr. Braun

HARVEY EMERSON, account executive of Stodel Adv. Co., Los Angeles, has resigned.

RICHARD A. CULLINAN, who has been with Albert Frank-Guenther Law Inc., New York, since 1929, has been elected a vice president of the agency. Mr. Cullinan handles general accounts.

JILL WARREN, director of promotion and public relations for Chesterfield account with Newell-Emmett, New York, and Dr. Sid Greenberg, physician to numerous radio stars, are to be married Dec. 28.

PAUL VISSER (l), new assistant to William Drips (r), NBC director of agriculture, looks over his new boss' collection of farm "knicknackery" before getting down to his duties in the network's Central Division office. Mr. Visser joined the division from WBZ Boston, where he was agricultural editor.

First National Stores Increase Ziv Schedule

FIRST NATIONAL Stores (fourth largest grocery chain) has added nine markets in New England to its sponsorship of the Frederic W. Ziv package program, the *Guy Lombardo Show.* The half-hour transcribed program is currently sponsored in 14 other markets. Agency is John C. Dowd, Boston.

Other new sales of the Ziv-Lombardo show with starting dates in November, December, and January, include: Burkheardt Brewing Co., Akron, Ohio, through Fuller & Smith & Ross, WXGI Richmond, Va.; Weicker Transfer and Storage, KLZ Denver; WLOS Asheville, N. C.; KTAR Phoenix, Ariz.; KTRE Lufkin, Tex.; KIOA Des Moines, Iowa, and the Bank of Georgia, WGST Atlanta through Liller, Neal & Battle agency.

SCREEN Publicists Guild is currently negotiating with ABC Hollywood seeking changes in exisiting contract covering wages, hours and job classification. Agreement signed in December 1945 is effective until 1949, but permits re-opening.

ON DEC. 1, "Breakfast In Hollywood's" Pacific Coast broadcast will delete three minutes to do alive cut-in in connections with station KGO's increase in power.

IT'S NO SECRET . . .
Time Buyers with vision have discovered that
WNEB
delivers more listeners per dollar in the third largest city in New England . . .
WORCESTER MASSACHUSETTS
Represented By:
Adam J. Young Jr., Inc. and Kettell-Carter

Radio Station WAIT

announces the appointment of

S. M. "*Sil*" ASTON

as General Manager

In the center of the dial
in
CHICAGO

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

5000 WATTS **WAIT** **360 No. Mich. Ave.**
Chicago 1, ILL.

Gene T. Dyer, *Executive Director* Represented by Taylor, Howe, Snowden

TIME'S UP

YEARBOOK
DEADLINE
THIS WEEK

WRITE, WIRE
OR CALL COLLECT
FOR RESERVATION

There's still time all this week to reserve space in the BROADCASTING Yearbook.

The Yearbook places your sales story before top radio buyers and keeps it there for a whole year. And at one cost prorated over the sales life of the book—12 full months.

Bills are not rendered until after February 1948 when the 16,000 (guaranteed) Yearbooks reach the nation's key buyers.

Sell these key buyers through the Yearbook and you sell those who invest 87% of the network and national spot dollar. Better reserve space now. It's MEtropolitan 1022 . . . or—

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

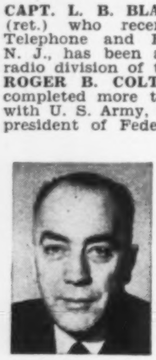
THE 1948 YEARBOOK

. . . the best buy (far) in the trade paper field

ALLIED ARTS

MELVIN C. SPRINKLE, former manager of radio sales and service of Jordan Piano Co., Washington, has joined sales engineer staff of Altec Lansing Corp., New York. He formerly was factory field representative for Radiomarine Corp. on Great Lakes, and was senior radio engineer, Bureau of Ships, USN. Mr. Sprinkle is member of IRE, taught radio engineering at Capitol Radio Engineering Institute, Washington, and acted as Washington representative for Scott Radio Labs.

CAPT. L. B. BLAYLOCK, U. S. Navy (ret.) who recently joined Federal Telephone and Radio Corp., Clifton, N. J., has been appointed director of radio division of that firm. **MAJ. GEN. ROGER B. COLTON** (ret.), who has completed more than 30 years' service with U. S. Army, has been elected vice president of Federal. Prior to joining Federal, Capt. Blaylock had been assigned to post of resident inspector of Naval materials for Camden, N. J., district. He also was in charge of research and design section of Radio Div., Bureau of Ships, Washington. Gen. Colton's military career included service as chief of Signal Supply Services, and later Air Communications Officer of Air Technical Service Command at Wright Field, Dayton, Ohio.


Capt. Blaylock

Gen. Colton

MARLOWE TELEVISION Assoc. will release two new motion picture series for television in near future, one featuring Jimmy Grippo, magician-hypnotist, other, Fran Lee as Mrs. Fixit in home economics series. Both will have integrated commercials. Each film will be one reel and each series will be sold outright for television, with MTA retaining other rights. Estimated price to client per film will average between $5,000 and $6,000.

EDYTHE F. BULL, manager of special job department of C. E. Hooper Inc. and a director of company, will spend December at company's Hollywood headquarters. She follows **C. E. HOOPER**, president of the research organization, who was there through November.

BOB ANDERSON, NBC Hollywood page, has resigned to devote time as radio actor and to his newly formed firm known as **SPOTS FROM HOLLYWOOD**, specializing in writing and transcribing musical spot announcements.

TUNE-IN TIPS Co., nationally-syndicated newspaper column under byline of Ted Husing, has appointed C. L. Miller Co., New York, as its advertising agency. Column is being offered to radio advertisers as audience promotion package.

TELE-RADIO CREATIONS Inc., Chicago production firm, has been granted sales franchize in midwest for transcribed programs produced by Kermit-Raymond Corp., New York.

BELL TELEVISION Inc., new firm which will specialize in rental and sale of big-screen television sets to bars, clubs, hotels and other places where large groups gather, has been organized by **MARTIN SUGAR**, with headquarters at 11 West 42nd St., New York. Mr. Sugar, former president of Sterling Electric Co., pioneered in rental of video receivers early in 1947, handling U. S. Television large-screen projection sets, specially built for public places.

"RADIO BROADCASTING for Retailers" was introduced as Enid Day's new guide book for retailers and those seeking career in radio broadcasting at reception at Davison-Paxon Co. in Atlanta last week. Miss Day has conducted daily radio program for Davison-Paxon over WSB Atlanta for past 11 years. Her book is published by Fairchild Publishing Co., New York.

General Foods, Hat Corp. of America Join Ford as 'Garden' Video Sponsors

GENERAL FOODS CORP., New York, and Hat Corp. of America, New York, last week joined Ford Motor Co., Dearborn, Mich., as sponsors of telecasts of the Madison Square Garden calendar of sports events for the 1947-1948 winter season on WCBS-TV. The CBS video station announced that the Garden series is now sold out.

Ford signed up early in the fall for 35 of the Garden telecasts, of which it has already had six on the air in the interest of its automobiles and of Ford dealer service. J. Walter Thompson Co., New York, placed this business.

General Foods will sponsor 32 events for Maxwell House coffee, its contract being cleared through Benton & Bowles, New York. The series, to start with the Rangers-Detroit hockey game on Dec. 7, is in the nature of an extension of firm's sponsorship of sports telecasts on WCBS-TV, as this company co-sponsored with Ford that station's coverage of the home games of the Brooklyn Dodgers during the 1947 season.

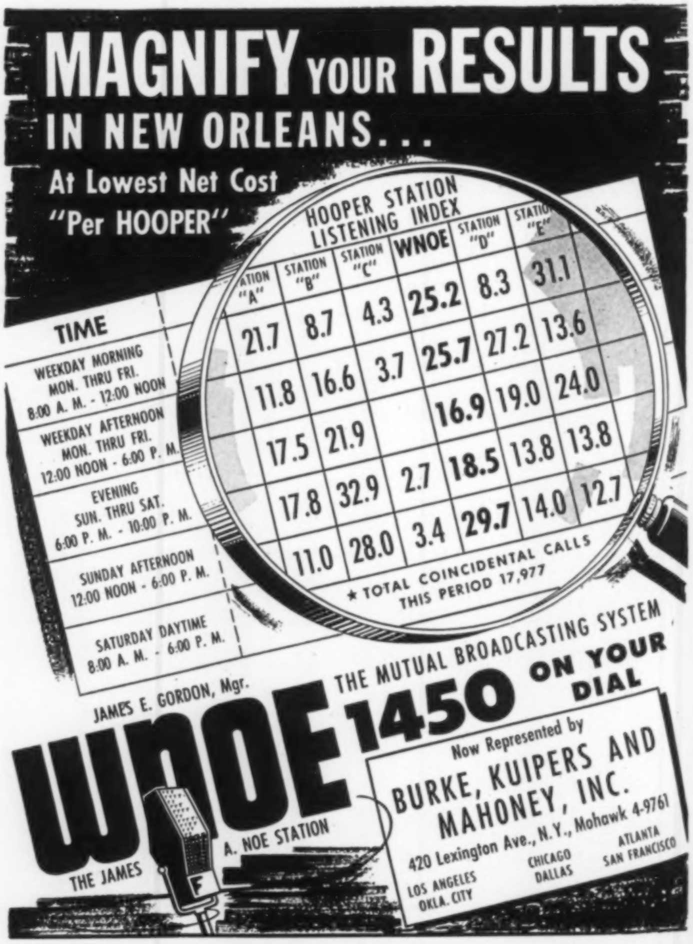
Hat Corp. has signed up for 12 events, through Geyer, Newell & Ganger, New York, for Knox hats. This also is a continuation of a previous contract with WCBS-TV, which telecast the home football games of Columbia U. under the Knox sponsorship for the fall season which has just ended. The New Knox schedule starts Dec. 3 with the Rangers-Toronto hockey game.

The 79 events on the Garden schedule include, in addition to hockey, college and professional basketball, amateur boxing, track meets, skating contests, the rodeo, the horse show, the Westminster kennel show and the circus.

In announcing the triplicate sponsorship of the Garden's winter schedule, CBS noted that several surveys have shown sports to be favored fare with television viewers. One poll of more than 500 set owners, conducted by the CBS Television Audience Research Institute, found 75% of the men interviewed putting sports in first place, with 44% of the women rating sports first.

'Welcome Ladies'

UNUSUAL PRIZES—ranging from crate of apples to "Sparkle Plenty" doll—are being offered each day by KFEL Denver on its "Welcome Ladies" show, heard Mon.-Fri., 11:35-12 noon. Prizes are awarded for best letters on subject, "What I Like Best About My Own Community." Station awards such prizes as flowers (during National Flower Week), gift boxes of apples (during National Apple Week) and 15-pound turkeys for Thanksgiving dinners.


MAGNIFY YOUR RESULTS
IN NEW ORLEANS...
At Lowest Net Cost
"Per HOOPER"

HOOPER STATION LISTENING INDEX

TIME	STATION "A"	STATION "B"	STATION "C"	WNOE	STATION "D"	STATION "E"
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. - 12:00 NOON	21.7	8.7	4.3	25.2	8.3	31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 6:00 P. M.	11.8	16.6	3.7	25.7	27.2	13.6
EVENING SUN. THRU SAT. 6:00 P. M. - 10:00 P. M.	17.5	21.9		16.9	19.0	24.0
SUNDAY AFTERNOON 12:00 NOON - 6:00 P. M.	17.8	32.9	2.7	18.5	13.8	13.8
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	11.0	28.0	3.4	29.7	14.0	12.7

★ TOTAL COINCIDENTAL CALLS THIS PERIOD 17,977

JAMES E. GORDON, Mgr.

WNOE
THE JAMES A. NOE STATION

THE MUTUAL BROADCASTING SYSTEM
1450 ON YOUR DIAL

Now Represented by
BURKE, KUIPERS AND MAHONEY, INC.
420 Lexington Ave., N.Y., Mohawk 4-9761
LOS ANGELES · OKLA. CITY · CHICAGO · DALLAS · ATLANTA · SAN FRANCISCO

High Cost of Living Affecting Advertising, Says B & B Head

EFFECT of increased cost of living on advertising budgets was the theme of a talk by Clarence B. Goshorn, president of Benton and Bowles Inc., New York, before the annual management session of the AAAA Central Council at the Drake Hotel, Chicago, Nov. 21.

Mr. Goshorn and other speakers in the all-day session expressed fear that increased living costs may not only reduce net profits of agency business but actually reduce advertising budgets.

"Salary costs for the majority of B & B employes are up 35 to 50% over 1939," he told council members at their annual banquet.

"As prices of advertised goods increase, advertising budgets increase, but they do not increase in ratio to the price increase."

Mr. Goshorn recommended that agencies offset increased salaries by offering employer benefits such as group insurance, profit-sharing, pension and retirement plans.

Five recommended points in modern agency business today, according to Melvin Brorby, vice president of Needham, Louis and Brorby Inc., Chicago, are—(1) building sound clientele, (2) more efficient utilization of agency personnel, (3) improved relationships with media owners and representatives, (4) better treatment of other suppliers and (5) fair dealing with the public.

Mr. Brorby said NLB had recently inaugurated a program for new employes which taught on-the-job advertising techniques and of trips to plants of suppliers. Such a program has proven very successful, Mr. Brorby said.

Other discussions were concerned with an increasing demand on the part of advertisers for additional services without increased cost. While agency heads agreed that certain production costs could be absorbed, radio, like other advertising media, would have to prove its results to justify increased rates for time and talent.

FIRE of undetermined origin broke out Nov. 18 in newsroom and record room of WSCR Scranton, Pa. Greatest damage was to records and transcriptions, according to Frank Blair, station manager, who stated there was no damage to technical equipment, and regular broadcasting operations were to be carried out on schedule.

News

WALTER KIDDER Jr., formerly with WBMS Boston, has joined WCOP Boston as news announcer and special events man. He is the brother of **FRED KIDDER**, WCOP announcer.

ARTHUR E. SUTTON, former newscaster at WJR Detroit, has joined WJBK and WJBK-FM Detroit, as news and special events director. He previously was with WXYZ Detroit, CKLW Windsor and KMPC Hollywood.

Mr. Sutton

ERNIE SAUNDERS, former sports and special events director of WCHS Charleston, W. Va., has joined KRUX Phoenix, Ariz.

CHARLEY STOOKEY, farm editor of KXOK St. Louis, has taken on additional duties of editor of Red Bud (Ill.) Pilgrim, weekly newspaper.

RED BARBER, CBS sports director, in recent visit to Birmingham, Ala., was presented with Gold Key to the City by Ervin Jackson, president of local Chamber of Commerce.

PAUL VISSER, former agriculture director of WBZ Boston, has joined NBC Central Div. as assistant to **WILLIAM DRIPS**, director of agriculture (see picture page 54).

MEL SISKIND, veteran radio newsman, has joined newsroom of **WMID Atlantic City, N. J.**, in reporting-editorial capacity.

RADIO NEWS CLUB of Southern California will hold annual Christmas dinner Dec. 12.

WAFM Birmingham, Ala. Begins Operation Today

FOUR veteran staff members of WAPI Birmingham will be in charge of that station's FM sister station, WAFM, when it takes the air today (Dec. 1) on 99.5 mc (channel 258), it was announced by Ed Norton and Thad Holt, owners of the Voice of Alabama Inc., which operates WAPI and WAFM.

Jimmy Willson, WAPI program director for the past five years, assumes the station manager spot for WAFM; Clint Blakely, WAPI chief announcer for 10 years, becomes production manager; G. W. P. "Red" Atkins, WAPI local sales representative for 10 years, becomes sales manager, and Norman S. Hurley, WAPI chief engineer for 10 years, holds down the same spot for the new outlet.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

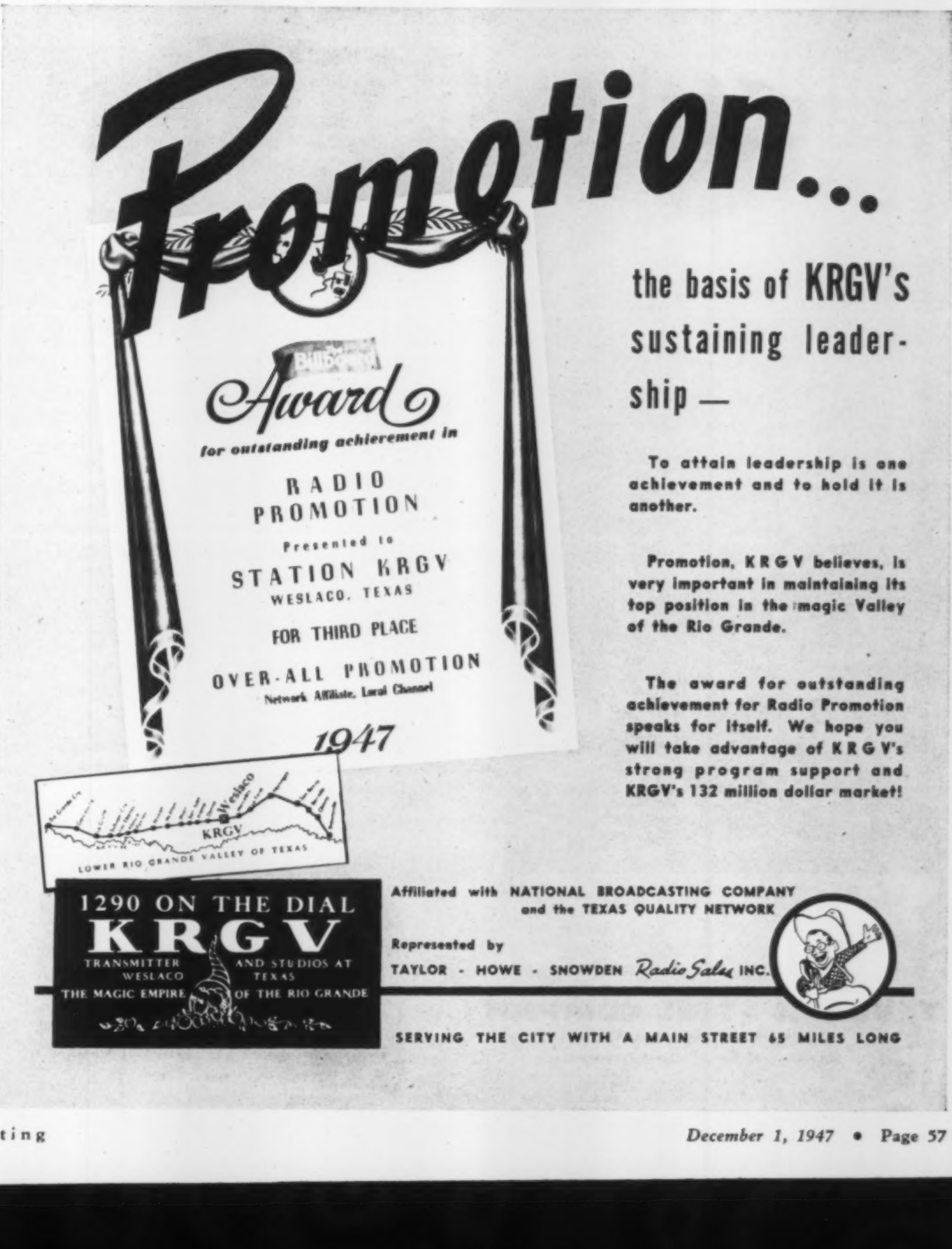
RECORD DEPT. of RCA Victor Div., Camden, N. J., has announced appointment of four section heads to organize sales functions in the department. They are **EDWARD L. DODELIN**, western blues, and rhythm records; **GEORGE L. KEANE**, popular records; **LOUIS F. SARIEGE**, international records; and **LOUIS E. SIAGEL**, Red Seal.

WDRC Hartford, Conn., has established a recording division as service to artists, advertising agencies, public speakers, etc.

GREEN ASSOC., Chicago program package firm, has announced its contract with NBC for recording rights to "Vic & Sade," one of oldest daytime serials in radio. Show will be written by **PAUL RHYMER**, with **ART VAN HARVEY** as Vic, **BERNADINE FLYNN** as Sade and with new actor in role of Rush, yet to be selected.

JIM EELLS, former account executive of Glasser-Gailey Inc., Los Angeles, has been named general sales manager of International Artists Recording Studios, Hollywood.

WGAT Utica, N. Y., has appointed T. L. Curtis Adv., that city, to handle station advertising



Promotion...

the basis of KRGV's sustaining leadership —

Billboard Award for outstanding achievement in RADIO PROMOTION Presented to STATION KRGV WESLACO, TEXAS FOR THIRD PLACE OVER-ALL PROMOTION Network Affiliate, Local Channel 1947

To attain leadership is one achievement and to hold it is another.

Promotion, KRGV believes, is very important in maintaining its top position in the magic Valley of the Rio Grande.

The award for outstanding achievement for Radio Promotion speaks for itself. We hope you will take advantage of KRGV's strong program support and KRGV's 132 million dollar market!

1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO AND STUDIOS AT TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

Affiliated with NATIONAL BROADCASTING COMPANY and the TEXAS QUALITY NETWORK

Represented by
TAYLOR - HOWE - SNOWDEN Radio Sales INC.

SERVING THE CITY WITH A MAIN STREET 65 MILES LONG

TELECAST ON CANCER
WFIL-TV Philadelphia Airs Educational Program

GRIM DETAILS of cancer were televised Nov. 19 by WFIL-TV Philadelphia in a public service program presented jointly by the station and a local hospital, with the approval of the Philadelphia County Medical Society. It was the first time a live TV program has shown how cancer can be detected, station officials say.

Brought before the video cameras were patients with cancer in its various stages. The fact that 180,000 persons die of the disease each year but that the number can be reduced from one-third to one-half through public cooperation was stressed.

A panel of cancer specialists explained how to detect various stages of the affliction. Program was televised at 10:30 p.m. to reach only an adult audience.

KFSA MANAGER KILLED IN FALL DOWN STAIRS

JAY W. ANDERSON, 36, general manager of KFSA Fort Smith, Ark., since March 1947, died Nov. 20, following a freak accident. Funeral services were held Nov. 24 at Fort Smith. He joined KFSA after having served as commercial manager of KTBS Shreveport, La.

Mr. Anderson fell down the stairs in the home of John North, a member of the sales staff of Taylor-Howe-Snowden Radio Sales, Chicago. Mr. Anderson had been an overnight guest in the Kenilworth home of Mr. North.

At a coroner's inquest which returned a verdict of accidental death, Mr. North said Mr. Anderson had been on the rear porch of his home when he lost his balance and fell down the stairs.

He is survived by his wife and one daughter.

TECHNICAL

W. B. VARNUM, until recently television transmitter design engineer with RCA at Camden, N. J., has joined KSTP St. Paul, as design engineer. Mr. Varnum was closely associated with development of TT5A transmitter and formerly was on engineering staffs of WREN Lawrence, Kan., WJIM Lansing, Mich., and WLS Chicago.

PETER DePASQUALE has joined WDRC Hartford, Conn., as control room operator, replacing **JOHN CAMPION,** who has transferred to WDRC transmitter staff at Bloomington, Conn. He is replacing **FRANKLIN KEEFER,** resigned.

IVAN B. LUBASH, former transmitter and studio operator of WALB Albany, Ga., has joined engineering staff of WHLI and WHNY (FM) Hempstead, Long Island.

IRVING HARTMAN and **RALPH WHALEN** have joined WCAU Philadelphia, as studio technicians. Mr Hartman formerly was with WCAM Camden. Mr. Whalen previously was with WTEL Philadelphia and for 11 years was radio operator aboard merchant marine vessels. **ROY CRAIG,** of technical department of WCAU, has been promoted to an assistant in station's engineering department to perform any general engineering work including supervising of engineering operations.

GEORGE PEARCE, formerly with WPEN, WIP and KYW, all of Philadelphia, has been appointed engineering aide at WVFG, new AFRS station at Valley Forge General Hospital, Phoenixville, Pa.

JAMES F. McKERNAN, formerly with WJOY Burlington, Vt., has joined WSKI Montpelier, Vt., as chief engineer. Mr. McKernan previously was with WESX Salem, Mass.

Mr. McKernan

ROBERT V. HARRIS has been appointed chief engineer of WLAD Danbury, Conn. He succeeds **JOHN DEME,** who will continue to serve as president and manager of the station. **HOWARD BEILEN** has joined technical staff of WLAD.

GENERAL ELECTRIC Co., Transmitter Div., Syracuse, N. Y., has announced development of television transmitters Type TT-6-A and TT-6-B, with 5-kw visual transmitter and 2½-kw aural transmitter for operation on television channels 1 through 13.

ROY BURKE, former radio operator of Royal Canadian Navy, has joined CBK Watrous, as relief operator.

JOHN McDONNELL, of engineering staff of KGO San Francisco, has been granted two-months leave of absence to assume acting presidency of National Assn. of Broadcast Engineers and Technicians in New York City.

ELMER HUGHES has been moved from CBA Sackville, to CBH Halifax, engineering staff.

R. D. FAIRLEY, formerly of CBA Sackville, has been moved to engineering staff of CBC International Service.

TEMCO SERVICE CORP., New York, has announced development of Telebooster, a flexible, high gain amplifier which can be used with any type video receiver to produce satisfactory picture. Unit is self-powered, operates from 115 A. C., has simple mechanical connecting link permitting easy fastening to the set and retails for $50. Company reports that tests of Telebooster have brought in good signals beyond line of sight, 60 to 80 miles from transmitter.

ROLLIE AUMAIS has joined CBC Montreal studios as operator, coming from CBC stores department.

Bing Goes Dramatic

ABC played host at a press preview in New York last week of last Wednesday's Bing Crosby show. Those attending heard a transcribed dramatization of Edward Everett Hale's, "The Man Without a Country," which occupied the latter half of the program. Mr. Crosby was narrator. The program was a radical departure from the Philco show's usual comedy-music format, and was intended as an experiment, an ABC spokesman said.

TRUSCON RADIO TOWER

AIDS WHWL
IN ATTAINING
MAXIMUM COVERAGE

WHWL is a Class 1A clear channel station (Mexican) which frequency is controlled jointly by the United States and Mexican governments. The WHWL self-supporting tower is 285 feet high, and is another good example of Truscon skill in engineering and manufacturing radio towers for every need.

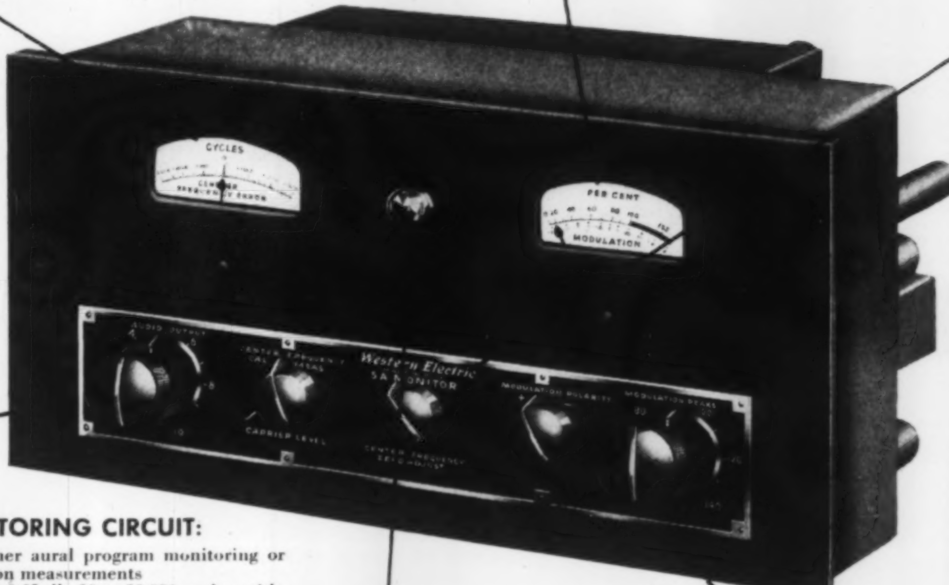
There is no limit in height to a Truscon Radio Tower, other than practical, in guyed or self-supporting types, either tapered or uniform cross-section. All AM and FM requirements can be met.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Screen Building Products.

You get all these features ONLY in the *Western Electric 5A Monitor* for FM Broadcasting



CENTER FREQUENCY MONITOR:

Accuracy—better than ± 500 cycles. (± 200 cycles if occasionally adjusted to agree with a primary standard)
Meter Range—± 3,000 cycles
Terminals for connecting remote meter

MODULATION PERCENTAGE MONITOR:

Accuracy—better than 5% *for all readings*
Modulation Range Capability—up to 133% (± 100 kc)
Terminals for connecting remote meter

QUALITY DESIGN AND MANUFACTURE:

Designed by Bell Telephone Laboratories. Built by Western Electric, to Western Electric standards of quality.

PROGRAM MONITORING CIRCUIT:

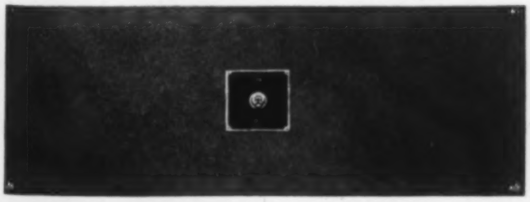
Output suitable for either aural program monitoring or FM noise and distortion measurements
Frequency Response—± 0.25 db, 30 to 30,000 cycles, without de-emphasis; with de-emphasis, response is within ± 0.5 db of the standard 75 microsecond de-emphasis curve
Audio Output Power—output level adjustable up to + 12 dbm—permits direct switching of program monitor from transmitter input to 5A Monitor output
Harmonic Distortion—*less than 1/4 of 1%* from 30 to 15,000 cps
Output Noise—at least 75 db below signal at 100% modulation

MODULATION PEAK INDICATOR:

Indication Lamp — flashes when a selected level of modulation is exceeded
Peak Limit Range—continuously adjustable between 40% and 140% modulation

AM NOISE DETECTOR:

An exclusive feature in the 5A Monitor. The output of this detector—which may be read directly on an electronic voltmeter or noise meter — is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.



POWER SUPPLY: Newly designed 20C Rectifier (furnished as a part of the 5A Monitor) provides electronically regulated d-c *with less than 1 millivolt ripple* from 105-125 volts a-c 60 cycles. May be remotely located if desired.

The 5A Monitor includes numerous other valuable features such as: dual thermostats and dual heaters for each crystal—means for checking the inherent noise level of the monitor from its *input to output terminals*—requires only a low RF input level (1 watt) which can vary from 0.3 to 3.0 watts; i. e., a 10 to 1 variation *without affecting the performance of the monitor.* To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

Western Electric

Distributors: In the U. S. A.—Graybar Electric Company.
In Canada and Newfoundland—Northern Electric Company, Ltd.

Distributed by Graybar
OFFICES IN 96 PRINCIPAL CITIES

—QUALITY COUNTS—

Graybar Electric Company
420 Lexington Avenue, New York 17, N. Y.

Please send me Bulletin T-2437, including curves, schematics and block diagram of the 5A Monitor.

NAME____________________

STATION____________________

ADDRESS____________________

CITY____________ STATE________

PRODUCTION

N. E. (Bud) THOMPSON, former program director at KFYO Lubbock, Tex., and previously commercial manager at KGNC Amarillo, has joined KTSA San Antonio, as program director.

TOM HANSERD, formerly with WAFM Birmingham, has joined WAPI Birmingham, as announcer and head of record and transcription library.

JIM SHANNON, formerly with WLOG Logan, W. Va., has joined announcing staff of KQV Pittsburgh.

Mr. Kelly

N. RAY KELLY, former manager of production facilities for NBC television, has been promoted to post of administrative assistant to **NORAN E. KERSTA**, director of NBC television operations. **ROBERT WADE**, former art director for television, succeeds Mr. Kelly as manager of production facilities. With NBC since 1930, when he organized network's first sound effects division, Mr. Kelly has had number of positions, among them eastern production manager. He took part on early stages of NBC's video programming and development department and was named manager of production facilities in 1944. Mr. Wade came to NBC that year as art director after ten years as a stage designer.

BRENT SIMMONS, former announcer and control room operator at WBTA Batavia, N. Y., and previously with WOSU Columbus, Ohio, has been appointed chief announcer and production man of WVFG, new AFRS station at Valley Forge General Hospital, Phoenixville, Pa.

HENRY HICKMAN, m.c. of "Club 1300" program on WFBR Baltimore, has been awarded rating of Honorary Recruiting Sergeant of 11th Engineering Battalion, U. S. Marine Corps Reserve, Fort McHenry, Md.

MURRAY BOLEN, former Hollywood manager of Compton Adv., has been named producer of CBS "Club 15" program, replacing **CAL KUHL**, who leaves to join J. Walter Thompson Co. as vice president [BROADCASTING, Nov. 17]. Mr. Bolen also has been named to produce transcribed "Bob Burns Show" to be released through Star Transcriptions.

DAVID E. BIGLEY, former program director of WJOI Florence, Ala., has joined KSET El Paso, Tex., in same capacity. **WILMA BIGLEY** (Jean Wilson), also formerly with WJOI, has joined KSET continuity department.

DEAN FINNEY, Army Signal Corps veteran, has joined WSKI Montpelier, Vt.

WILLIAM C. HANKINSON has been appointed program co-ordinator at CBC International Service headquarters, Montreal.

EDDIE and FANNY CAVANAUGH, husband-and-wife team on WGN Chicago, have received silver award of Treasury Dept. in recognition of their work at war bond rallies during the war. Award was belated because of Mrs. Cavanaugh's illness which kept the rhymsters off the air for a year.

NANCY GREY, commentator of WTMJ Milwaukee, has been named chairman of Home Food Conservation Division of the Wisconsin Citizens Food Committee by Gov. Oscar Rennebohn of Wisconsin.

JERRY ALPERN, with WINS New York for 11 years, is resigning as director of music rights and clearance and supervisor of the music library, effective Dec. 1. His successor has not been announced.

JACK J. BARD has joined NBC's research department as a writer, replacing **WILLARD ZURFLIEH**, who transferred to department's circulation division. Mr. Bard formerly was economist and writer with Pettit, Bausman and Co., New York economic consultants.

KATE AITKEN, commentator of CFRB Toronto, attended wedding of Princess Elizabeth in Westminster Abbey Nov. 20 and recorded a broadcast which was flown to CFRB. Mrs. Aitken is currently making tour of Britain, Belgium, Germany, Austria and Netherlands investigating living conditions, and is recording impressions which are flown to CFRB.

ALAN SCOTT, who for past six months has been handling "Man on the Street" program on KYW Philadelphia, as part of his freelance announcing activities, has now been added to that station's staff. He replaces **ROBERT WARREN**, who will leave Dec. 1 to join NBC staff. Mr. Scott formerly was with WGN Chicago.

ELSPETH CHISHOLM, formerly of CBC Toronto program staff, has been moved to Montreal as permanent member of United Kingdom and Commonwealth section of CBC International Service.

Mr. Nusbaum

MORT NUSBAUM, former commercial manager of WQQW Washington, has joined WHAM Rochester, N. Y., as m.c. of "Cinderella Weekend," new program to begin on WHAM Dec. 1. Mr. Nusbaum previously had served as national radio director for 20th Century Fox Film Co. and conducted his own public relations office in New York. In addition to his duties with WHAM, he will assist his brother in operation of Nusbaum's Fur Shop, local firm.

BOB De HAVEN, producer at WCCO Minneapolis, is the author of an article titled "Greener Pastures" in November issue of The Minneapolis Jaycee, official publication of local Junior Chamber of Commerce. Article deals with "How it feels to be a radio star."

MAL EATON, formerly with Armed Forces radio station on Guadalcanal, has joined WFMO (FM) Jersey City, as m.c.

CHARLES RUCKER, new to radio, has joined announcing staff of WTNT Augusta, Ga.

HOWARD COONEY, formerly of CFPA Port Arthur, and CFOR Orillia, has joined announcing staff of CKGB Timmins.

GOODMAN ACE, CBS supervisor of comedy and variety shows, will resign effective Dec. 17. Official reason is that most such CBS comedy and variety programs originate from Hollywood, and Mr. Ace prefers to remain in New York.

DEANE SCHWAB has joined announcing staff of KFAR Fairbanks, Alaska.

DAWN HAGMAN, formerly with advertising office of Curtis Publishing Co., has joined WCOP Boston, as assistant to continuity editor.

ARTHUR RICHARDSON, formerly with WBOC Salisbury, Md., has joined announcing-producing staff of WRVA Richmond, Va.

EVELYN SCOTT, actress on NBC "Woman In White" and **GENE STONE**, writer on NBC "The Great Gildersleeve" have announced their marriage.

NORMAN CORWIN, CBS writer-producer, is in Hollywood doing screen-play of "All The King's Men" to be produced by Robert Rossen Productions for Columbia Pictures.

HY AVERBACK, announcer of NBC "Jack Carson Show" and ABC "Jack Paar Show," is handling similar duties on ABC "Opie Cates Show."

JIM BASQUETTE, actor, is currently off NBC "Amos 'n' Andy" show, recovering from heart attack.

GEORGE JAY has taken over as m.c. of nightly "Musical Roundtable" on KWIK Burbank, Calif., remoted from Dave's Blue Room, Hollywood. He succeeds **EDDIE MAXWELL** resigned.

LYLE BOND, announcer of KFI Los Angeles, is father of a girl, Susan Loree.

BASIS PHELAN, new to radio, has joined announcing staff of CHEX Peterborough, Ont.

JACK FRENCH, chief announcer at KILO Grank Forks, N. D., is the father of a boy.

JACK PAAR, ABC comic, is the subject of an article in the December issue of Reader's Scope Magazine. Article is titled "It's Up to Paar" and was written by Charles Dexter.

CHARLIE ARTHUR has joined announcing staff of WLBB Carrollton, Ga., and **HIRAM BRAY** has been added to WLBB staff as part-time announcer and special events man.

WVJS OWENSBORO, KY., ON 18-HOUR SCHEDULE

WVJS, new Owensboro, Ky., 1-kw independent on 1420 kc, started an 18-hour daily schedule (6 a.m.-12 midnight) when it began broadcasting Wednesday, Nov. 26.

Mr. Greep

Call letters include the initials of V. J. Steele, president of the licensee, Owensboro On the Air Inc., who owns 51% of the stock. Other executives of the firm are: J. Millard Haynes, vice president, 19%, Melvin A. Rhodes, secretary and treasurer, 19%, and Malcolm Greep, general manager, 11%.

Jack McLean has been named commercial manager and sports director of the new station, Lee Meredith program director and Earl Jagoe chief engineer.

WVJS is represented nationally by Rambeau. The Fred A. Palmer Co., Cincinnati, has been retained as consultant.

Owensboro On The Air Inc. plans to inaugurate FM broadcasting with 45 kw effective radiated power about Jan. 1, Mr. Steele announced.

ZBM Hamilton, Bermuda, has sold part interest to British interests, but no change in management results. Broadcast Relay Service (Overseas) Ltd., has acquired interest in Bermuda Broadcasting Co., owners of ZBM, according to announcement of H. N. Stovin & Co., Toronto, Canadian representatives for ZBM.

RCA Victor, Home Instruments Dept., is planning to use Sunday program "The Music America Loves Best," aired on NBC as part of promotion for Christmas market. Promotion is to start Dec. 1, and will include national magazines and trade publications in addition to radio.

"All mice can talk...

but I'm the only one who's ever had anything to say!"

This is Windfall, lovable, warm-hearted rodent who romps through the delightful Christmas fantasy, "MR. BROMBERG'S MOUSE". Here is a story of Christmas joy that mice and men, alike, can understand!

This half-hour *Airtested* Christmas Classic* is available in script form for your own local production and sponsorship. You will find "MR. BROMBERG'S MOUSE" highly salable, easily produced, and a welcome addition to your holiday programming.

** Tested by actual broadcast for production details and audience reaction.*

Send for rates and audition script today!

CHET BEHRMAN

Radio-Video Productions

BOX 1094, INDIANAPOLIS 6, INDIANA

WBTM

DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region **

Now 5000 Watts
1000 Night

PHONE SANDY GUYER
DANVILLE 2350

** In a certified postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

Announcing a New

PIKE & FISCHER SERVICE

ON

RADIO REGULATION

Under the Sponsorship of the
Federal Communications Bar Association

COMPREHENSIVE

In excess of three thousand pages of initial materials, in three looseleaf volumes, kept up to date with weekly releases.

Materials include: All Federal Communications Commission Rules and Regulations (Parts 1 to 19) affecting Radio, together with Engineering Standards—FCC Opinions and Orders—Court Decisions—Forms—Communications Act of 1934, as amended, and Congressional Committee Reports—Radio Act of 1927, and Congressional Committee Reports—Administrative Procedure Act—Urgent Deficiencies Act.

AUTHORITATIVE

All the materials are annotated and documented with official references, citations and notes. Volume Two of the Service is a comprehensive digest of Commission and Court actions since the days of the old Radio Commission affecting all aspects of radio.

Address
Inquiries to

PIKE & FISCHER
1728 Massachusetts Avenue, N. W.
WASHINGTON 6, D. C.

FOR PUBLICATION EARLY IN 1948

Baltimore's
Listening
Habit

WCBM

MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

MORE LISTENERS IN THE
(4 STATES AREA)
THAN ALL OTHER STATIONS
COMBINED

KCMC

* Conlan Preference Surveys made in April 1945 and in December 1946 show results below—

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAN SURVEY

Broadcasting Station	MORNING Apr. 1945	MORNING Dec. 1946	AFTERNOON Apr. 1945	AFTERNOON Dec. 1946	NIGHT Apr. 1945	NIGHT Dec. 1946
Texarkana—KCMC-ABC	62.6%	64.3% 20.9%	53.5%	54.7% 22.4%	46.2%	44.3% 18.5%
Shreveport—Columbia Station	19.5%	8.6%	20.3%	13.3%	25.3%	18.4%
Dallas-Ft. Worth-NBC Station	14.0%	4.3%	23.6%	7.3%	25.0%	16.0%
All Other Stations	3.9%	1.9%	2.6%	2.3%	3.5%	2.8%

*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

Taylor-Howe-Snowden
Radio Sales
National Representatives

KCMC 1230 kc
and KCMC-FM
FRANK O. MYERS, Mgr.

SPONSORS

ROBERT S. LARKIN, formerly with Compton Adv., New York, and Sunshine Biscuits Inc., Long Island City, has joined Philip Morris & Co., New York, in charge of sales promotion.

JOHN ROOSEVELT, youngest son of the late President Roosevelt, has resigned effective Jan. 31 as merchandising manager of Graysons, Los Angeles (women's apparel chain) to go into similar type of business for himself. Associated with him will be **LEO GOOD**, western district manager of firm.

C. C. TEAGUE has been re-elected president of California Fruit Growers Exchange, Los Angeles (Sunkist oranges, lemons), for the 28th consecutive year.

SARDIK FOOD PRODUCTS Corp., New York, has appointed Julian Scott Adv., New York, to handle its campaign in 1948. Plans are now being formulated.

ERIC H. EDSTRAND, who has been with Brewers Best Assoc., New York, as sales director for several months, has been appointed vice president in charge of sales promotion. He formerly was with Adam Scheidt Brewing Co., Norristown, Pa., and Joseph Schlitz Brewing Co., Milwaukee, before joining Brewers Best. Tentative plans are to use network show during extensive national campaign, but nothing definite has been set. Agency: M. H. Hackett Inc., New York.

DUTCH MILL CANDY SHOP, Chicago, fortnight ago started 52-week spot campaign in Chicago and adjoining markets within 50-mile radius. Order calls for approximately 70 station breaks and half-minute spots per week on stations which include WGN WMAQ WCFL WIND in Chicago. Campaign marks advertiser's entrance in spot field. Agency: Schwimmer & Scott Inc., Chicago.

CENTRAL CHEVROLET Co., Los Angeles (dealers), heavy users of So. Calif. radio, in addition to current campaign, Nov. 17 started six weekly 60-minute transcribed "Hour of Music" with Keith Hetherington on KIEV KFVD KRKD KXLA KMPC. Program also airs once weekly on KGER KFOX. Contracts are for 52 weeks. Agency: Hunter Adv., Los Angeles.

J. RENE OUIMET Ltd., Montreal (Cordon Bleu meat spreads), has started daily spot announcements on number of eastern Canadian stations. Agency: Baker Adv., Toronto.

KRAFT FOODS Co., Chicago, has renewed video drama "The Curtain Rises" on WNBT New York, Wednesday 7:30-8:30 p.m. for year. Agency: J. Walter Thompson Co., New York.

LOG CABIN BREAD Div. of Interstate Bakeries Inc., Los Angeles (Icebox Rye Bread), Dec. 1 starts one month spot announcement campaign on KFI KNX KECA KHJ. Agency: Dan B. Miner Co., Los Angeles.

CALIFORNIA DEW DISTILLING Co., Los Angeles (orange wine), has appointed Harry J. Wendland Adv., that city, to handle national advertising. Radio will be used. **RADIO TELEVISION SUPPLY Co.**, Los Angeles (retail supplies), also has appointed agency to service account. Spot announcements will be utilized along with other media.

LUCKY AUTOMOBILE SUPPLY Stores, Los Angeles (So. Calif. chain), has appointed The Tullis Co., Hollywood, to service account. Spot announcement campaigns are planned for California markets.

RADIO TRAINING ASSN. of AMERICA, Los Angeles, account has been resigned by Stodel Adv. Co., that city.

T. H. ESTABROOKS Co. Ltd., St. John, N. B. (Red Rose tea), Nov. 26 started to May 19 "Alice Robi Chante Sa Chanson" on 9 CBC French network stations, Wed. 7:45-8 p.m. Agency: McConnell Eastman Co., Montreal.

CONTINENTAL BAKING Co., Nov. 24, renewed for 52 weeks "Grand Slam" on CBS Mon. thrugh Fri. 11:30-11:45 a.m. Agency: Ted Bates Inc., New York.

JEWISH WAR VETERANS, Dept. of New York, comprising 25 posts within the state, has appointed Walter Kaner Assoc., New York, to handle its publicity, promotion and advertising. Extensive campaign utilizing radio, newspapers and promotion pieces will be launched. Series will be spread in major cities throughout the state with scripts prepared at department headquarters.

PEPSODENT Co. Ltd., Toronto (toothpaste and tooth powder), Dec. 30 renews for one year "Bob Hope Show" on 30 Dominion network stations, Tues. 10-10:30 p.m. Agency; Ruthrauff & Ryan, New York.

FERRY-MORSE SEED Co., Detroit, Jan. 17 starts for 16 weeks "Garden Gate" on CBS, Sat. 10-10:15 a.m. Agency: McMauns, John & Adams, Detroit.

FRASER VALLEY FROSTED FOODS Ltd., Chilliwack, B. C., has started spot announcements on Vancouver stations. Agency: O'Brien Adv., Vancouver.

NETHERLANDS Information Bureau reported last week that more than 100 stations are broadcasting "Holland Calling," series of 39 quarter-hour transcriptions recorded last summer in Holland by H. Emory Ellis, radio officer of bureau's domestic broadcasting division. Recordings were processed and pressed by World Broadcasting Sytem.

LOS ANGELES AREA newspapers are now carrying FM logs of KHJ-FM, KFI-FM and KUSC. Decision reached by Los Angeles Newspaper Publishers Association applies to Daily News, Examiner, Herald-Express and Times.

DEAL IS COMPLETED as John Shepard 3rd (l), chairman of the board of Yankee Network, hands the contract to R. L. Hanks, New England manager of GE Electronics Dept., for complete television transmitting equipment for WNAC Boston's new television station. The station is scheduled to go on the air in early 1948.

Renewals of CBS Shows By 5 Sponsors Announced

FIVE SPONSORS have renewed their CBS shows for an additional 52 weeks, the network announced last week.

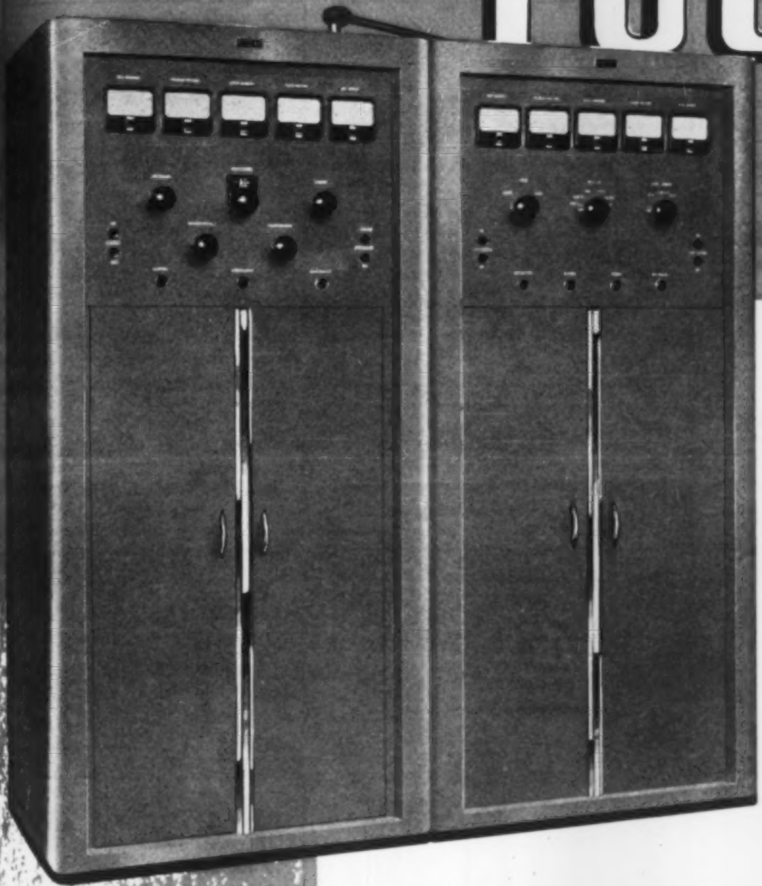
The renewals include: *Crime Photographer*, Thurs., 9:30-10 p.m., by Anchor-Hocking Glass Corp., Lancaster, Ohio, effective Jan. 1, William H. Weintraub Co., New York, agency; *Arthur Godfrey's Talent Scouts* by Thomas J. Lipton Inc., Hoboken, N. J., effective Dec. 29, Mon., 8:30-8:55 p.m., Young & Rubicam Inc., New York, agency; *Big Town*, Tues., 8-8:30 p.m. by Sterling Drug Inc., New York, effective Dec. 29, Pedlar & Ryan Inc., New York, agency; *Gene Autry Show*, Sun., 7-7:30 p.m., by William Wrigley Jr. Co., Chicago, effective Dec. 28, Ruthrauff & Ryan Inc., New York, agency; *News With Warren Sweeney*, Sat. and Sun., 11-11:05 a.m., by Curtiss Candy Co., Chicago, effective Dec. 28, C. L. Miller Co., New York, agency.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
HENRY GREENFIELD, Mgr. Director
WEVD
117-119 W. 46 St.
N.Y.19

YOUR FM PLANS WILL BE BETTER

IF YOU TAKE ADVANTAGE OF GATES PROVEN PERFORMANCE

GATES



The BF-3A, 3KW FM broadcast transmitter,—part of the Gates family of better FM equipment.

★

It's Built Better —and Performs Better

The slide rule has its place but Gates "proven performance" in FM is as valuable, we think, as the equipment itself. In Quincy, Illinois, home of the Gates factory, are a pair of FM stations that are measured, watched, clocked and diagnosed.

W9XLZ, the Gates experimental FM station uses low power, then high power, has been installed to reflect good, fair and poor operating conditions. In short, Gates engineers wanted all the answers whether the transmitter was mounted in a modern copper screened room or the third floor of a barn.

WQDI, the commercial FM broadcasting station of the Quincy Herald-Whig offers superb conditions to screen a Gates 3 Kw. transmitter after a long day of operation. Temperature rises, stability, and wear are continually observed.

This is but a part of Gates "proven performance". The rest is never ending because every day Gates engineers are actively engaged in proving performance.

BRANCHES—
Eastern Sales Office: 13th & E St., N.W., Washington, D. C.
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Co., Montreal
International distribution overseas by Westinghouse Electric International Co., 40 Wall St., New York 5

1922-1947 • TWENTY-FIFTH ANNIVERSARY YEAR

FOR EVERY BROADCAST NEED—DEPEND ON GATES—ALL WAYS

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH. N J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1991
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

ANDERSON & MERRYMAN
New York City
88 W. 42nd St.
Wis. 7-9891-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

ACTIONS OF THE FCC

NOVEMBER 21 to NOVEMBER 26

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

November 24 Decisions . . .

BY COMMISSION EN BANC

License for Renewal

KBIO Burley, Idaho—Granted renewal of license for period ending Aug. 1, 1950 (Comr. Durr for hearing).

WKWF Key West, Fla.—Granted renewal of license for period ending Nov. 1, 1950.

WABY Albany, N. Y.—Granted renewal of license for regular period ending Aug. 1, 1950.

Authority Extended

WORL Boston—Ordered that authority to operate station facilities under temporary license be extended to Feb. 29, 1948, provided, however, that WORL may make application for further extension of temporary license upon showing that it is proceeding diligently in prosecution of its appeal.

Assignment of License

KTMC McAlester, Okla.—Granted consent to assignment of license from McAlester Bcstg. Co., partnership, to J. Stanley O'Neill for total consideration of $100,000 (Comr. Durr for hearing).

Assignment of CP

WVOS Liberty, N. Y.—Granted assignment of CP from Bernard K. Johnpoll to Sullivan County Bcstg. Corp., newly formed New York corporation, for sum equal to amount which assignor has expended, invested or obligated himself to pay in connection with station, but not to exceed $26,020.

Assignment of License

WHMA and WHMA-FM Anniston, Ala.—Granted consent to assignment of license for AM station WHMA and FM permit for WHMA-FM from Harry M. Ayers, individual, to Anniston Bcstg. Co.

KOCO Salem, Ore.—Granted consent to assignment of license from B. Loring Schmidt to Jennie C. Schmidt as guardian of his estate.

Assignment of CP

KRCC Richmond, Calif.—Granted consent to assignment of permit from John F. Galvin Sr., trustee for Independent Pub. Co. to John F. Galvin Jr., for $10,900, representing 109 sh.

Call Authorized

Authorized Scripps-Howard Radio Inc. to use call letters of its television station at Cleveland, Ohio (WEWS) for its new FM station in same city—thus WEWS-FM. In so doing, it provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not applicant has AM station.

FM Conditional Grant

Harding College, Memphis, Tenn.—Authorized conditional grant for Class B station subject to further review and approval of engineering cond.; proposed channel 238, 95.5 mc.

Hearing Designated

Northern Va. Bcstrs. Inc., Arlington, Va.; Montgomery FM Bcstg. Corp., Silver Spring, Md., and Potomac Bctsg. Corp., Alexandria, Va.—Designated for consolidated hearing applications for Class B stations in Washington, D. C., vicinity.

FM CP Deleted

KGFF Bcstg. Co., Shawnee, Okla.—Upon request of KGFF Commission cancelled CP heretofore issued for Class B FM station.

Extension

Jacksonville Bcstg. Corp., Jacksonville, Fla.—Granted 60 day extension of completion date on cond. that applicant commence interim operation on or before that date.

Southern Bcstg. Corp., San Antonio, Tex.—Granted 90-day extension of completion date on cond. that applicant commence interim operation on or before that date.

Allocation Change

In order that one additional Class A channel (No. 288) may be made available in Boston area, following change in Class B allocation plan was made; Boston, Mass.: Deleted Channel 289; added Channel 290.

November 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KFQD Anchorage, Alaska—License to cover CP, as mod., which authorized installation of new vertical ant., move main trans., increase power, install new trans. and authority to determine operating power by direct measurement of ant. power.

KWHN Fort Smith, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KPAS Banning, Calif.—License to cover CP, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

WTOR Torrington, Conn.—Mod. of CP, which authorized new standard station to change type of trans., make changes in vertical ant., and to change trans. and studio locations.

AM—1220 kc

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP for new standard station to be operated on 1230 kc, power of 250 w unl. AMENDED to change frequency from 1230 to 1220 kc and change hours of operation from unl. to D only.

License for CP

WCSH Portland, Maine—License to cover CP, which authorized to make changes in DA in order to specify DA operation for N only and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP for new standard station to be operated on 1490 kc, power of 250 w unl.

AM—1400 kc

KTRC Santa Fe, N. M.—Authority to determine operating power by direct measurement of ant. power.

AM—1370 kc

WSAY Rochester, N. Y.—Mod. of CP, which authorized to increase power, install new trans., make changes in DA and change from employing DA-DN to DA-N only for extension of completion date.

AM—1440 kc

WRRN Warren, Ohio—Mod. of CP, as mod., which authorized change in frequency, increase in power, installation of new trans. and DA-DN use and change in trans. location for extension of completion date.

AM—1340 kc

KUIN Grants Pass, Ore.—Mod. of CP, which authorized to make changes in vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

AM—1430 kc

KLO Ogden, Utah—Mod. of CP, as mod., which authorized installation of new DA-DN (DA-1) and make changes in DA for extension of completion date.

AM—1490* kc

KCSU Provo, Utah—Mod. of CP, which authorized new standard station to change type of trans.

Modification of CP

WJR-FM Detroit, Mich.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

WNYC-FM New York, N. Y.—Mod. of CP, as mod., which authorized changes in FM station for extension of completion date.

WTRI Troy, N. Y.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

WFMZ Allentown, Pa.—Mod. of CP, as mod., which authorized new FM station to change type of station from Class A to Class B; frequency to Channel 264, 100.7 mc, ERP to 20 kw; change type of trans.; ant. height above average terrain to 350 ft.; make changes in ant. system and change commencement and completion dates.

FM—96.9 mc

Matta Bcstg. Co., Braddock, Pa.—CP

(Continued on page 66)

PLANS FOR INDIANA's first 50-kw station, WIBC Indianapolis, owned by *Indianapolis News*, are discussed by Richard M. Fairbanks (center), president of the licensee, Indiana Broadcasting Corp.; Harry E. Adams (l), WIBC chief engineer, and Edwin C. Tracy, RCA broadcast equipment sales representative. RCA Engineering Products Dept. is supplying the 50-kw transmitter and matching phasing equipment to WIBC, now operating with 5 kw on 1070 kc.

For the finest reproduction—

. . . the GRAY
TRANSCRIPTION ARM

is receiving nation-wide acclaim!

The result of exhaustive study, this arm meets the critical requirements of high compliance reproducers and is designed to accommodate all modern cartridges—General Electric, Pickering, etc.

Featherweight magnesium, extreme stiffness, frictionless motion, adjustable stylus pressure, self-leveling base, results in low stylus force, low record wear, low surface noise, accurate tracking. Arm less cartridge, $35.00.

DIAMOND G. E. CARTRIDGES!

At last a permanent solution to the quality pick-up problem. We can now supply a Selected G. E. Cartridge with the finest quality Diamond Stylus for mounting in the Gray Transcription Arm.

GRAY EQUALIZER FOR G. E. CARTRIDGE

For Radio Station Use

No. 601, 4-position Equaliser, (Flat, N.A.B., etc., etc.) expertly engineered for use with the G. E. Variable Reluctance Cartridge. Matches pick-up to microphone channel. Makes possible finest reproduction at moderate cost. Adopted by radio networks. Complete $42.50.

Above equipment developed in collaboration with the engineering department of the COLUMBIA BROADCASTING SYSTEM!

GRAY RECORDING & TRANSCRIPTION TABLE

Now in production. Highly perfected, exclusive design, synchronous direct gear drive. Extreme accuracy of motion, exact speed, finest table made, yet priced within reach of all. Simple, rugged construction for continuous operation.

If you have not obtained your copy, write for BULLETIN A10-B10

GRAY RESEARCH & DEVELOPMENT CO.

ELMSFORD 6 • WESTCHESTER COUNTY
NEW YORK

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW — 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

JOM 1010 MARKET 1-8173
RADIO ENGINEERING COMPANY
CONSULTANTS
Allocation • Installation
Field and Antenna Measurements
NORWOOD J. PATTERSON

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg.
Washington 5, D. C.
District 6923
8098 Windemere Ave.
Drexel Hill, Pa.
Sunset 2537W

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

Preliminary surveys, management and operational consulting service based on practical experience with AM FM and Facsimile.
Phone EXecutive 8989
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W
EXECUTIVE 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
Fritz Bauer • Associate
826 • 28 Landers Bldg.
Telephone • 3621
Springfield, Missouri

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

OPINIONS ACROSS THE SEA

World Wide to Shortwave 'Average Man' Interviews to Europe

BROADCASTERS throughout the country are being invited to participate in a plan for a series of man-in-the-street broadcasts to be shortwaved to Europe, carrying the opinions of ordinary American citizens to their counterparts abroad.

Conceived by Walter S. Lemmon, founder and president of World Wide Broadcasting Foundation, operator of WRUL, international station with transmitters at Scituate, Mass., details of the idea were outlined in a letter which was sent to about 20 stations to get their reactions. Stations were selected from a list of those cooperating with the Foundation by broadcasting the *Beyond Victory* series of programs developed by World Wide toward the close of the war to help inform the American public on international affairs.

"Our plan is, briefly, as follows," Mr. Lemmon wrote. "Through announcements over your station will you stage an Idea Contest in your community so that we can obtain the three or four best expressions of opinion from your citizens in all walks of life? These ideas should be incorporated in either a brief statement by these people themselves, or in an interview with them by one of your staff, and recorded on 16-inch discs.

"An introduction to the program giving a one- or two-minute outline description of your community and its activities should also be recorded on the same disc. In broadcasting this program overseas over our shortwave station WRUL, we will, of course, see that full credit is given your station on the air, as well as in any newspaper publicity received from these *Peoples to Peoples* series of broadcasts."

Pointing out that "plenty of misinformation about the motives of the United States and our people is constantly bombarding their [European] ears from Moscow and the nine centers of the Cominform," Mr. Lemmon said that the proposed World Wide series would afford a chance to let individual Americans speak directly to the people of Europe and "help dispell this cloud of misinformation and propaganda by forcefully telling the truth about American ideals and our way of life."

Ideas of Citizens

The Foundation, which "is devoted to these very purposes," is now broadcasting to Europe several hours a day at the peak listening hours between 7 and 11 p.m. in Europe, Mr. Lemmon said, offering "to set aside some of this time each week to carry across the ideas of our private citizens, which we feel will be very welcome in Europe at this time."

Practicing what it preaches and without waiting for any formal inaugural date for the new series, World Wide sent a crew to cover the arrival of the Friendship Train in New York with a wire recorder, including with the description of the train and its reception, a number of interviews with people who were there to add their personal contributions to help the unfortunate people of Europe. Several interviews were conducted in French and Italian, although the majority were, of course, in English. Program was shortwaved to Europe later that day.

GOV. JIMMIE DAVIS of Louisiana cut audition record in Hollywood Nov. 12 for proposed ABC half-hour show known as "The Sunshine Hour." If set, program will originate on full network from Baton Rouge, La.

U. S. Television Mfg. Corp. reported that UST video receivers were installed in Wisconsin and Kentucky during October, bringing to 15 number of states in which UST sets are now operating.

FCC Actions

(*Continued from page 65*)

Applications Cont.:

for new FM station (Class B) to be operated on Channel 229, 93.7 mc, ERP of 52.800 w. Height above average terrain 500 ft. AMENDED to change frequency from Channel 229, 93.7 mc to Channel 245, 96.9 mc. change type of trans., ERP from 52.800 w to 20,000 w and make changes in ant. system.

Modification of CP

KIXL-FM Dallas, Tex.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

TV—Experimental

W6XYZ Pasadena, Calif.—CP to change type of trans. and to make changes in ant. system.

License Renewal

KUBN Bradford and Pihl, Bemidji, Minn.—License renewal.

WLAR Athens Bcstg. Co., Athens, Tenn.—Same.

WTBC Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.—Same.

RELAY DELETED

KCMO Bcstg. Co., Area of Kansas City—Deleted relay station KEID, Nov. 1.

TENDERED FOR FILING

Assignment of License

KRDU Dinuba, Calif.—Consent to assignment of license to Radio Dinuba Co.

AM—1450 kc

The Cornbelt Bcstg. Co., Storm Lake, Iowa—CP for new standard station to be operated on 1450 kc, power of 250 w unl.

AM—970 kc

WKNX Saginaw, Mich.—CP to change hours of operation from D to unl., frequency from 1210 to 970 kc, power from 1 kw D to 1 kw DN, change trans. location and install DA-N.

AM—1380 kc

WTOB Winston-Salem, N. C.—CP to change hours from D to unl., frequency from 710 to 1380 kc, power from 1 kw D to 1 kw DN and install DA-DN and change trans. location.

Modification of License

KBPS Portland, Ore.—Mod. of license to increase hours of operation Monday through Friday each week from 10 a.m. to 10 p.m.

(*Continued on page 74*)

WESTINGHOUSE OFFERS FM PROMOTION GUIDE

WESTINGHOUSE Electric Corp. has compiled a guide book for FM broadcasters titled "How to Sell Your New FM Station to the Public" and containing a ten-point program of station promotion worked out by Westinghouse on the basis of its own experience in FM station operation.

Volume was previewed at a press luncheon in New York Nov. 20, and was shown to the FCC and Washington newsmen Nov. 25. Carl Miller, sales manager of the Westinghouse Communications Equipment Division, said that it will then be distributed to FM stations using Westinghouse Equipment. He estimated it would cost a station $10,000 to try to duplicate the guide for itself. The Westinghouse home equipment dealer organization will be tied in closely with the station promotion plan, he said.

Major points of the plan include newspaper advertising, newspaper and trade paper publicity, car and window cards, window displays, special demonstrations for schools and clubs, dealer tie-ins, spot announcements and special recordings, studio party suggestions, "listener-builder" contests, and programming suggestions. The guide book details the activities in each category, and in some instances offers printed material free or at cost for use by Westinghouse-equipped FM broadcasters.

MAJOR PRIZE winner in second annual WKY Oklahoma City farm youth achievement contest is Rilda Baker, 4-H Club girl, who is being handed her $500 check by E. K. Gaylord, president of WKY and Oklahoma Publishing Co. Contest, sponsored by Edd Lemons, WKY farm director, offers, in addition to the money, a scholarship to Oklahoma A & M college.

Turkey Campaign

GRAND UNION Co., New York, ran an intensive three-day campaign on WCBS, WNBC, WJZ, and WOR, all New York, and 16 other stations in New York, New Jersey and Vermont, advertising Thanksgiving turkeys. One minute, five minute, and participation spots, 150 in all, were used Nov. 22, Nov. 23, and Nov. 24, in addition to regular daily newscasts in eight markets. Mrs. Mary Brown is advertising manager for Grand Union, and French and Preston, New York, handled the account.

KPO Changeover to KNBC Celebrated By Pacific and Stateside NBC Pickups

NBC's KEY station on the Pacific Coast, for a quarter of a century known as KPO San Francisco, officially changed its identification on Nov. 23 to KNBC.

Gov. Earl Warren of California officiated at the switch-over, which occurred midway in a special hour-long program of entertainment—"Hail and Farewell."

There were special pickups from New York, Hollywood, Manila and Tokyo during the salute to the new KNBC. Artists heard on the salute included Fred Allen, Edgar Bergen and Charlie McCarthy, Harold "Gildersleeve" Peary and Richard LeGrand (Mr. Peavy). Bert Silen spoke from Manila and George Thomas Folster from Tokyo.

Nostalgic Note

Governor Warren gave the cue for station identification and Niles Trammell, NBC president, announced the first station break employing the new call letters of KNBC. Mr. Trammell spoke from New York and was followed by Sidney Strotz, vice president in charge of the Western Division of NBC.

During the first half of the program salute to KNBC, listeners were taken back through the years with some of KPO's stars of the past. The program was emceed by Hal Wolf.

In his remarks attending the call-letter changeover, Governor Warren touched on the importance of maintaining a free radio. He said:

"I believe America has led the world in radio because the men who developed it were free men, free to create and to experiment. I think one of the most important results of this development of the radio industry in America is that we're not bound to listen to just one station or one program or what some individual in a position of importance thinks we ought to hear. . . . We have a free choice, and as a people we are the best informed in the world.

"For these reasons, I am very happy indeed to take part in this occasion and to pay my own tribute to the great services this station has rendered in maintaining its own freedom and independence and in providing our people with honest news, good entertainment and good educational programs."

WOL Washington has received certificate from Maj. Gen. Hanley of 11th Air Force in recognition of station's origination of WOL-Mutual "Flight Into the Past" series. Certificate was accepted by Roy Passman, WOL program director.

BMI *Pin-up Sheet*

Hit Tunes for December

(On Transcriptions)

A GIRL THAT I REMEMBER (BMI)
LANG-WORTH—Four Knights
" Frankie Masters
CAPITOL—Alvino Rey
NBC-THESAURUS—Novatime Trio

AS SWEET AS YOU (Regent)
NBC-THESAURUS—George Wright
LANG-WORTH—Airlane Trio
MacGREGOR—Johnny White Quartet

FORGIVING YOU (Mellin)
ASSOCIATED—Vic Damone
CAPITOL—Skitch Henderson
LANG-WORTH—Tommy Tucker

HILLS OF COLORADO (London)
LANG-WORTH—Lenny Herman
ASSOCIATED—George Towne
WORLD—Les Brown

I WONDER WHO'S KISSING HER NOW (Marks)
NBC-THESAURUS—Music Hall Varieties
NBC-THESAURUS—Knickerbocker Four
STANDARD—Claude Sweeten
" Lawrence Welk
ASSOCIATED—George Towne
WORLD—Frankie Froeba
" Ray Bloch
LANG-WORTH—Chuck Foster
" Randy Brooks
MacGREGOR—Artie Wayne
" Ernie Felice Quartet

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
ASSOCIATED—Mindy Carson
LANG-WORTH—Lenny Herman
NBC-THESAURUS—Novatime Trio

MADE FOR EACH OTHER (Peer)
LANG-WORTH—Al Trace
WORLD—Russ Morgan
NBC-THESAURUS—Sweetwood Serenaders

MY RANCHO RIO GRANDE (Harwall-Criterion)
NBC-THESAURUS—Sweetwood Serenaders

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)
Tex Williams—Cap. 40001
Lawrence Welk—Dec. 24113
Johnny Bond—Col. 37831
Phil Harris—Vic. 20-2370
Deuce Spriggins—Coast 263
STANDARD—Lawrence Welk

THERE LL BE SOME CHANGES MADE (Marks)
CAPITOL—Buddy Cole's Four-of-a-Kind
CAPITOL—Del Porter
LANG-WORTH—Jack Lawrence
" Joe Sodja
MacGREGOR—Red Nichols
STANDARD—Lucille Norman
NBC-THESAURUS—Slim Bryant

THE STORY OF SORRENTO (Pemora)
LANG-WORTH—Lenny Herman
MacGREGOR—Robert Maxwell
STANDARD—Lawrence Welk

ZU-BI (Republic)
MAJESTIC—Victor Lombardo
VICTOR—Sammy Kaye

Coming Up

ALL DRESSED UP WITH A BROKEN HEART (Marks)
FOOL THAT I AM (Hill & Range)
MIAMI BEACH RHUMBA (Marks)
NINA NANA (Encore)
PASSING FANCY (BMI)
PENNY (Vanguard)
RHUMBA FANTASY (Pemora)
ROSALINDA (Cherio)
THE JUNGLE RHUMBA (Duchess)
WHO'S GOT ALL THE DOUGH (Alvin)
WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Experienced manager needed by successful small town 250 watter. State full details in first letter. Box 739, BROADCASTING.

Wanted—Chief announcer who can write commercial copy and knows something about programming. MBS affiliate, south central state. $55 weekly. Box 957, BROADCASTING.

Announcer—1000 watt network station in southwest needs staff announcer. Starting pay $47.50 for 44 hour schedule. Send letter with previous experience and references. Box 986, BROADCASTING.

$7500-$10,000 year potential. Wanted—Young experienced radio salesman. Must have successful run-business record; best of references, both business and personal; this position calls for executive-type man who can sell. Station is established in one of south's best metropolitan markets, has high Hooperatings; is extremely saleable. Commission basis with $300 run business as starting salary. Good account list equal to other men. All replies confidential. Give complete details and enclose snapshot. Reply Box 998, BROADCASTING.

Commercial manager wanted who can write copy and assist manager, Mutual station. $65 week. Southwest. Box 958, BROADCASTING.

$90 to $100 week for announcer. Top quality on the air required. Business and personal references must be perfect. Must know music and general operation. Send snapshot, audition, complete details. Major southern market. Replies confidential. Reply Box 2, BROADCASTING.

Commercial manager for ABC affiliated station in wealthy midsouth market. Top salary and percentage. Also, living quarters available. Write full details first letter to Box 4, BROADCASTING.

Newsman, WANE, P. O. Box 926, Fort Wayne, Ind.

Continuity. Experienced writer, capable of turning out commercial copy that sells and able to supervise department. Permanent position with 5000 watt network affiliate in major market. Give full particulars about yourself, including previous experience, references, starting date and salary expected. Attach snapshot. Confidential. Box 24, BROADCASTING.

Chief engineer—For Class B three kilowatt FM broadcasting station located near New York. State qualifications and background. Box 27, BROADCASTING.

10,000 watt midwest AM station is accepting applications for announcing staff. Candidates must have minimum of 2 years commercial experience. Send introductory letter and request for questionnaire to Box 44, BROADCASTING.

Announcer wanted immediately. Experienced morning man preferred. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania for interview and audition.

Engineer—First phone and car. No experience, announcing or control work. Clean moral and personal references. Salary $45.00. Contact C. D. Chandler, WCPS, Tarboro, N. C.

Time salesman—Energetic worker, experience not necessary. Must have car. 250 watt fulltime independent. Drawing account. WHOB, Gardner, Mass.

Time salesman—Progressive newspaper-owned pioneer FM station wants time salesman. Located beautiful central coastal area California. Excellent potential for hard worker. Contact W. R. Rich, KRJM, Santa Maria, Calif.

Announcer with smooth, pleasant voice and experience. Ability to write copy desirable, but not essential. Write, wire or phone and forward audition disc for consideration, KBKI, Alice, Texas.

Combination announcer-engineer with first class license. Finest equipment, excellent congenial staff, old established station. Salary dependent ability, experience. Send complete qualifications including picture, salary desired and recording. KDFN, Casper, Wyoming.

Help Wanted (Cont'd)

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Announcers, experienced, who can write continuity. WANE, P. O. Box 926, Fort Wayne, Ind.

Sales manager for new 250 watt fulltime station, WANE, P. O. Box 926, Fort Wayne, Ind.

Wanted—Fulltime announcer, experience preferred, vet training available. Send full information, photo and disc first letter to KVOC, Casper, Wyoming.

Wanted immediately! Experienced announcer! State expected starting salary, when you write, wire or phone, John Sadler, Jr., WIRA, Fort Pierce, Florida.

21 year old CBS affiliate has engineering position with a future. Beginning after January first all employees, who desire, can participate in profits by acquiring common stock. We need 2 men of good habits with 1st class license to operate controls and transmitter WLBC and WLBC-FM. We will start inexperienced men at $52.00 for 48 hours. M. M. Crain, Chief Engr., WLBC, Muncie, Indiana.

Chief engineer for large recording studios. Must have good recording and broadcasting background. Must be able to handle controls, maintenance and construction. Executive ability essential. United Broadcasting Co., 301 E. Erie. Chicago, 11.

Engineers—1st phone—1 kw-AM, 3 kw-FM. Car desirable, reasonable starting salary. Experience, expected salary, reference, etc., to Chief Engineer, Radio Station WHTN, Box 2165, Huntington, West Virginia.

Chief engineer—250 watt, daytime only. Box 49, BROADCASTING.

Announcer with diversified capabilities, special events, disc jockey, no prima donna. Excellent opportunity. Good starting salary. If you're not worth good salary, don't answer ad. WNEX, Macon, Georgia. Al Lowe.

Salesman—For thousand watt regional Virginia station. We want an experienced man who will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don't answer unless fully qualified and capable of handling a well paid position. Box 57, BROADCASTING.

Wanted — All-round good announcer, program director. Need a man with good voice who can handle news, sports, remotes, etc. $50.00 week. WBUY, Lexington, North Carolina.

Help Wanted (Cont'd)

Dependable young man, experienced all phases, wanted to manage remote studios. Sales, administrative, announcing ability prerequisite. Send qualifications, disc, photo, salary requirements to Box 54, BROADCASTING.

Construction AM-FM engineers, hillbilly units, "personality" announcers, network traffic manager (male), home economist. RRR, Employment Service, Box 413, Philadelphia.

Situations Wanted

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Topflight announcer. Immediate availability. Near New York. Box 926, BROADCASTING.

Continuity, commercial copywriter—also capable, experienced in news and promotion. 3 years with award winning midwest station. Superior recommendations. Single. Presently employed. Box 990, BROADCASTING.

Studio engineer, thoroughly experienced turntables, recordings, console, remotes. Presently employed on 5000 watts, desires position in New York City or vicinity. Write Box 9, BROADCASTING.

Bargain! Top-rated news editor fleeing frigid climate! Worth $125 a week—will work for $90 plus two-bedroom apartment. Box 25, BROADCASTING.

Wanted — Combination programming and operating. 1st class phone, 2½ years experience, 5000 w station. Degree, journalism. Box 26, BROADCASTING.

Station builder, specialist in FM, good knowledge TV, AM. Can design your station or take charge at any point and carry through into operation. Experienced organizing, management, promotion. MS(VEE) eight years FM research and operation. Box 28, BROADCASTING.

Young lady desires copywriting and broadcasting on station in south or west. Write Box 29, BROADCASTING.

Do you need help at your broadcast station? Veteran with first radiotelephone license can solve your problem. No broadcast experience, but have good educational background including year of radio tech school. Can start first part January. Age 25, single and free to travel. State salary offered. Box 30, BROADCASTING.

Attention

Men Who Want to Be
SALES ENGINEERS

Take advantage of this offer of a good paying job with a leading manufacturer of broadcast transmitting equipment. Openings are available for territories in the Pacific Coast and Intermountain areas for aggressive, sales-minded men who want to work hard and receive a good income for it. Requirements are,—a good personality,—thorough knowledge of broadcasting as a business, knowledge of equipment requirements for any station from an engineering standpoint.

State age, education, past employment, income required, marital status, in first letter.

This will be a permanent position for the man that qualifies and produces. Reply to

Box 18, BROADCASTING

Situations Wanted (Cont'd)

Experienced engineer, present chief engineer 250 watter. Know AM, FM. Eight years experience. Married. Looking for spot with future in east or southeast. Box 31, BROADCASTING.

Technician. 1st phone. RCA grad. Vet, 27, married. Box 32, BROADCASTING.

Technician. 1st phone. Grad RCA. Vet, 25. Box 33, BROADCASTING.

Announcer—26, veteran, married, now employed, experienced in disc shows, news and general announcing. Can operate board. Desire permanent position in small aggressive station. References. Box 41, BROADCASTING, or call Edgewater 7499, Chicago.

Announcer-salesman. Very little experience. Airways navigator wants to fulfill life-long ambition to get into radio. Personable, willing, ambitious with real zest for learning the hard way. Given the opportunity, feel can become real asset to station. Expect salary commensurate with my limitations. Prefer far west. Box 34, BROADCASTING.

Technician. Vet, 27, RCA grad. 1st phone. Box 35, BROADCASTING.

FM or AM announcer, single, 24. Very pleasing voice. Have had experience with CBS and NBC affiliates. Desires spot near Chicago. Personal interview or disc and photo. Box 36, BROADCASTING.

Announcer, experienced, 25, married. Also, handle production, continuity, control board. Prefer west. Disc, photo. Box 37, BROADCASTING.

Experience is the best teacher! Eleven years radio programming, production, promotion, sales. Now network sales promotion. Ready, qualified for small station as top man. Looking for future, not just a job. Married, 37, college graduate, veteran. Box 38, BROADCASTING.

Announcer—21, one and a half years radio training in Chicago radio, five months experience as staff announcer in small southern station. Desire same in northwest. Box 39, BROADCASTING.

Announcer—Board experience, now employed as staff announcer. Desire small station anywhere to get more complete seasoning. Age 25, veteran, married, references. Dale Van Hart, 5525 N. Campbell Ave., Chicago 25, Illinois.

Announcer—Fully experienced 4 years, programming, writing, news, commercial, special events. Box 42, BROADCASTING.

Experienced traffic manager, excellent backgrouund. Available January 1, 1948. Box 45, BROADCASTING.

Experienced announcer - commercial writer. Can operate board. B.S. Degree. Prefer progressive station west of Mississippi. Vet, single. References, disc, photo. Box 46, BROADCASTING.

Technician with first phone desires broadcast job. RCA graduate plus Army experience plus considerable ambition. Prefer 300 mile radius N. Y. C. Box 47, BROADCASTING.

Experienced announcer, single vet, 25. Specialty record shows, news, sportscasting. Available now. Will travel. Box 48, BROADCASTING.

Writer-producer-engineer, 16 years engineering, key network station, laboratory, wishes position southwest or west coast. L. Farkas, RFD 2, Box 274-B, Neptune, N. J.

1st phone and telegraph, interested announcing. Some control experience. 2 years experience chief radio operator Merchant Marine. Graduate RCA, 21, single. References NBC, New York. Available immediately. Herbert Holzberg, 1233 Evergreen Ave., Bronx, N. Y.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

General manager available. A genuine young man with eight years experience all phases of broadcasting: desires progressive small market area. Box 51, BROADCASTING.

Engineer—First phone, 8 years experience 250 to 50.000 watts. Installation kilowatt. Transmitter, control, field-2 and 3 tower arrays. Prefer west, available immediately. Box 58, BROADCASTING.

Engineer, married veteran, first class phone; Army Signal Corp; experience transmitter, some studio control. Attended Radio Institute of Chicago. Midwest preferred. Box 56, BROADCASTING.

Situations Wanted (Cont'd)

For sale—A voice; seven years radio. To produciton station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

Ex-Marine, 8½ years radio, now chief engineer-announcer, seeking permanent position Illinois or nearby. Two weeks availability. Box 53, BROADCASTING.

Negro — Wants experience. Thoroughly trained announcer-writer. Please! Box 60, BROADCASTING.

Combination man, experienced. First phone. Reliable vet, single, ham, references. Can get along with people. Willing to travel. Prefer, if possible, straight transmitter or control room. Box 61, BROADCASTING.

Announcer. Available immediately. All-round experienced man. 2 years. Excellent voice, college. New England if possible. Box 62, BROADCASTING.

Announcer—Married, vet. College. Willing to travel. Graduate leading announcers school Radio City, N. Y. Terrific line patter for platter shows. Knowledge console; dramatic acting. Thorough knowledge sports. Ability to get along with people. Sober. Conscientious. Likeable. Disc, photo and letter upon request. Box 63, BROADCASTING.

For Sale

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

For sale—3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

1 General Radio distortion and noise meter, type 1932-A, serial No. 403, two Fairchild turntables, serial No. 176, unit, with vertical and lateral reproducers. Box 8, BROADCASTING.

For sale—General Electric model 51 wire recorder with 4 spools of wire and an Electronic Laboratories model 307 6 volt DC to 115 volt AC inverter. Used by broadcast station, but in good working condition. Box 40, BROADCASTING.

For sale—5000 watt network affiliate in mid-Atlantic area with earning record of $200,000 before taxes for past five years. Box 43, BROADCASTING.

250 watt transmitter. WE 310-B, adjusted for 250-100 watt operation. In excellent condition. Available immediately due to power increase. Includes tubes and spare parts. Make offer. WKAT, Miami Beach, Florida.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. Also, General Radio frequency monitor crystal for monitoring 1340 kc. WSAV, Savannah, Georgia.

Two Gates CB-7 turntables, complete with Audax pickups and Gates filters, in use since February 1944. Wincharger type 101 vertical radiator 200 ft. with lighting equipment, including flasher and guys, six years old. Antenna available February 1, 1948. Radio Station WFIN, Findlay, Ohio.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—250 watt RCA transmitter type 250-E and Blaw-Knox tower, type CK, 174 ft., insulated. WACO, Waco, Texas.

Tower construction and maintenance, also ground systems—Available now. Ace Hi Tower Construction Co., offices at WROM, Rome, Georgia, H. C. Tant, Mgr., Phone 9075.

For sale—Two (2) Fairchild type 542 dynamic pickups, complete with Fairchild arms and filters. The two sets cost $250.00. Make reasonable offers. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

For sale—Presto model "F" recorder—Dual turntables complete with amplifier. Good condition at less than half price. Only $650.00, FOB, Omaha. Wire today Mark W. Bullock, KFAB, Omaha.

Temco, 250 watt transmitter, new, studio console, monitor amplifier, two speakers in cabinets, oscilloscope; sacrifice everything $1,500. Chester Daly, 1943 Seneca, Buffalo.

Look . . . look . . . look!

Leading midwest disc jockey available soon. High Hooper; national recognition. Sings with platters. Solid air salesman. Wire or write

BOX 52, BROADCASTING

'Room With a View'

NEW YORK'S Hotel Roosevelt on Nov. 22 began offering television service to guests occupying 40 rooms on its seventh, eighth or ninth floors (at an extra charge of $3 a day) through the installation of a multiple reception system produced by Hotelvision Inc., Long Island City, a subsidiary of Olympic Radio & Television which manufactured the equipment. System, previewed Nov. 21 by 300 guests, including a number of other hotel executives, permits reception in any equipped room of any video program on the air in the New York area through a central monitoring system. The installation in the Roosevelt was made under a leasing contract negotiated by WABF (FM) New York.

GAB to Meet Jan. 19

WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 19-20 at the Hotel Sheraton Bon Air in Augusta, it was learned last week. Agenda includes a discussion of plans for the Third Annual Radio Institute to be held this spring at the U. of Georgia; an address by Hugh Feltis, BMB president, and an overall program dealing with problems of Georgia broadcasters.

For Sale (Cont'd)

Two new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Co., 64 E. Lake, Chicago 1.

Complete Presto model Y portable recorder playback and amplifier. 2 portable cases. Guaranteed new condition $550. B. Leff, Radio Station KYOR, San Diego, Calif.

For sale—New, uniform cross section guyed, vertical radiators with all necessary lighting fixtures and insulators. Ready for delivery with erection crew. Two 200 ft.; two 220 ft.; two 235 ft.; two 250 ft. Hoke Vertical Radiator Company, Petersburg, Va.

One new, never used Sola voltage regulating transformer for sale, $350. FOB. Primary volts 190 to 250, freq. 60, Ph. 1, rated 5300 VA. Sec. No. 1 230 volts at 11.3A, Sec. No. 2 115 volts at 23.5A at P.F 93%. Contact Vernon Hughes, Chief Engineer, KICA, Clovis, New Mexico.

Wanted to Buy

Radio station. Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

Broadcaster wants purchase whole or part interest existing AM station or CP. Box 6, BROADCASTING.

Wanted—2 RCA type AZ-4217-2 vertical pickup heads. WACO, Waco, Texas.

Wanted—Used 250 watt broadcast transmitter, frequency and modulation monitors, studio equipment. Write Box 55, BROADCASTING.

Syndicate will invest up to $400.000 in profitable local or regional. Write Box 970 BROADCASTING with complete details.

Miscellaneous

Have you per inquiry time available on your station? Our photo finishing deal pays. Get our proposition. Abbey Studios 8 S. 17th St., St. Louis, Missouri.

AVAILABLE JANUARY FIRST

Thoroughly experienced in production, programming, traffic and all phases of announcing. Wants good announcing spot in regional or clear channel or program director in good local. Minimum salary considered $100 weekly. Personal interview desired.

Reply Box 50, BROADCASTING

They Say...

"ALMOST without exception, members of Congress who toured Europe this summer have come back convinced of the necessity for expanding our international information program. . . . If we are to overcome the deadly effect which endless repetition of slander and lies by the Moscow propagandists is bound to have, we must strengthen our facilities for making the truth known and strengthen them immediately with all the tools at our command. We hope that in the light of these reports Senator Taft and others who have opposed a broadened information program will be persuaded to change their minds."

From an editorial in the Washington Post.

* * *

"A FEW HUNDRED people physically present in the House Chamber and its galleries heard President Truman (Nov. 17) in the old fashioned way. Many millions heard, not his actual voice but a fairly faithful reproduction of it, achieved by means few among the millions understood. A few hundred thousand saw a not quite so faithful reproduction of the speaker as he delivered his message, by the extraordinary instrument of television. The occasion was real to them as it was not to those who merely listened . . . Television is young. When it grows up an entire nation will see as well as hear great distant figures and events. Democracy will again be a town meeting. May it take strength from this invention."

From an editorial in the New York Times.

* * *

"BROADCASTING Magazine, trade publication of the radio industry, reports that net income of stations dropped approximately 10% in 1946. Now along comes the FCC and states that only one in nine full-time regional stations with power between 500 and 5,000 watts is breaking even. That is not a healthy average . . . It is not likely that the drive of various individuals and institutions to satisfy their "microphone fever" will lessen (referring to findings in FCC economic report), therefore, it is important for these venturesome souls to look at impartial economic surveys. If the post-war boom slackens, there are going to be a great number of broadcasting station fatalities. Veterans groups, unless well-financed, and especially anxious to get into broadcasting, ought to observe the handwriting on the wall. The governmental agencies ask prospective broadcasters to do what any good businessman ought to do—look at all angles before jumping into the competitive struggles ahead."

From the Erie (Pa.) Dispatch

* * *

"The Petrillo action [ban on co-op show music] is another instance of his 'public be damned' attitude which has characterized the dictator since 1942 when he kept a high school orchestra of 160 boys and girls from 40 states off the air. It is another effort on his part to camouflage his personal dictatorship under the aspect of making work for his musicians. If the NLRB is aware of public sentiment and upholds the law of the land it will quickly and decisively put this man in his place."

From an editorial in the Bridgeport (Conn.) Telegraph.

JUST BEFORE this FM antenna was hoisted atop WMOB Mobile's new tower at Three Mile Creek, Ala., a trio of station officials inspected the equipment. L to r: Al Moss, chief technician; Dewey Long, manager; and Sanford Helt, chief engineer of all Nunn Stations, of which WMOB is one. The completed antenna will be 446 feet high, said to be tallest structure in South Alabama.

MICHIGAN
TOWER FOR SALE!

190' International-Stacey self supporting—triangular

Used 6 years—Available in December Standing

Box 862, BROADCASTING

Circuit Opened

NEW high-speed, direct radiotelegraph circuit handling all classifications of traffic has been opened between U. S. and Surinam (Dutch Guiana) by Mackay Radio and Telegraph Co., operating subsidiary of American Cable & Radio Corp.

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

PROGRAMS

HUMAN INTEREST stories which point a religious moral applicable to daily living have been transcribed in series of programs titled "This Our Life" Sponsored by Joint Committee on Radio of Pennsylvania Council of Church and Pennsylvania State Council of Christian Education. Programs will be aired in 15 Pennsylvania communities, beginning Dec. 1. "This Our Life" is produced by David Bennett, program director of WKBO Harrisburg, who will serve as narrator on show. Joint Committee is offering series to local interdenominational agencies for sponsorship on local stations. Each story on show will stress some basic Christian truth or principle at work in real life situation. Address of Joint Committee is 3rd and Reily Streets, Harrisburg, Pa.

Santa Claus Letters

LETTERS to Santa Claus and original Christmas stories form basis of "Chimney Chats With Mrs. Santa Claus" heard on WMIN Minneapolis, under sponsorship of The Emporium, St. Paul department stores. Marking third year of sponsorship by Emporium, program features Marie Ford in title role. Format includes telephone calls to writers of best letters to Santa, with prizes for winners, and presentation of original Christmas stories.

WCOA Roundtable

CIVIC PROBLEMS are discussed weekly on WCOA Pensacola, Fla. during its new roundtable forum program aired Mon. 7:30 p.m. Leading business men of the city and surrounding area are invited to participate in informal discussions of various problems on ways to improve conditions in Pensacola. Program is incorporated as part of business men's civic group. with Jimmy Larkin, local citizen, as moderator.

Open Forum

OPPORTUNITY for "Mr. and Mrs. Average Citizen" to air questions or suggestions on variety of public and social issues is provided on "Something Ought To Be Done," new program heard on WMCA New York, under sponsorship of Sachs Quality Stores, New York. Moderator of forum is J. Raymond Walsh. Experts in related fields are called on to reply to listener-queries in person or by reports. Listeners may present their problems in person or by letter. "Something Ought To Be Done" is aired on WMCA Sun. 1:30-2 p.m. and is produced by Harold Schaffel and directed by Howard Phillips.

'Rehearsal'

REHEARSAL of shows is basis of new video series on WNBT, NBC television station in New York. Using no scenery or costumes, rehearsal periods of various type shows are telecast weekly in show titled "Rehearsal 3H." Program is telecast from NBC television studio 3H and is viewed Sun. 8:30 p.m.

TV Amateur Show

FEATURING local, non-professional talent, amateur show was telecast Nov. 20 by WTTG Washington, DuMont television station, under auspices of I. T. Cohen Adv., Washington. Designed both as mass audition for prospective video sponsors and to create interest in television, program presented talent of all ages in wide variety of acts. Prizes were awarded for first, second and third place winners. Joe Dosh was m.c. of show and judges of contest included Arnold Fine, night club editor of Washington Daily News; Mildred Palmer, talent scout; and Jim Youel of Washington Redskins football team. Similar programs are planned for future presentation.

'Tomorrow's Announcer'

YOUNG ASPIRANTS to a radio announcer's career are getting opportunity for public auditions under actual broadcasting conditions on WLBR Lebanon, Pa. Contestants ranging from 12 to 16 years of age are presented each week on "Tomorrow's Announcer," sponsored by Adams Jewelers, local firm. Three contestants are selected from letters of application and personal interviews. Young would-be announcers introduce recorded music on the show and winner is selected by audience mail. Weekly winner receives prize, plus opportunity to compete in finals. Grand prize is wrist watch and winner will conduct entire half-hour show on Dec. 21.

BROKEN LEG hasn't stopped George Guerre (l), sparkplug of the Michigan State College football team. He is still carrying the ball, only now it is from his post high above the field in the radio booth of WJIM Lansing, Mich. He is sharing broadcasting duties with WJIM Sportscaster Howard Finch (r), and will also assist Coach "Biggie" Mun for the rest of the season, while he recovers from the injury received in the MSC-Kentucky game.

Disc M. C. Forum

INVITATIONS have been extended to all Midwest disc m.c.'s by WCSI (FM) Columbus, Ind., to appear on roundtable discussion Nov. 29 on WCSI's "The Music Makers Club," aired Mon.-Sat., 4:05-5:30 p.m. Graeme Zimmer, WCSI promotion director and director of the show, sent out notice inviting m.c.'s to discuss different phases of the record industry. Station reports that the following will attend the special program: Paul Roberts, WFBM Indianapolis; Bud Abbott, WHAS Louisville; and Bill Nimo, WLW Cincinnati.

Canadian Amateurs

AFTER ABSENCE of some years, Ken Soble, owner of CHML Hamilton, Ont., again has started weekly half-hour Sunday afternoon talent hunting programs known as "Ken Soble's Amateur Show." Program is being aired on network of four major market stations where amateurs can appear for auditions. Show will originate from each of these stations in turn: CJAD Montreal, CFRA Ottawa, CKEY Toronto, and CHML Hamilton.

Indian Guests

SPECIAL GUESTS on nightly program of Larry Andrews on KRUX Phoenix, Ariz., are not unusual, but guests he entertained one night during state fair top all he has had before, he reports. Mr. Andrews invited a group of Indians to studio to be interviewed on his show. Principal speaker was Lloyd Kiva, famous Cherokee artist, who described the other colorful guests, their costumes and jewlery. Others interviewed included 77-year-old sand painter and medicine man of Navajo tribe who spoke in his native tongue and a Hopi weaver who spoke first in English and then plunged into rapid fire of Hopi. Mr Kiva provided translations of all native language and filled in with history and background of tribes. Station reports that Mr. Andrews arranged for the guests by barter. In return for their visit he had to contribute a skin from freshly killed deer to tribe.

'Market Quiz'

BROADCAST from Home Public Markets in Aurora, Denver suburb, is KFEL Denver's newest audience-participation show. Titled "Market Quiz," program features KFEL western entertainers, under direction of Morey Sharp. Merchandise prizes are awarded to all participants who win by identifying musical numbers. Program, heard Sat., 11-11:30 a.m., is cooperatively sponsored by various stores located in Home Public Markets, and is broadcast from a different store each week.

KYW FAME SPREADS

Educational Material Sought For Use Abroad

IMPACT of radio educational techniques of KYW Philadelphia soon will be felt on two continents, according to William C. Galleher, education director of the Philadelphia Westinghouse Station.

Letters from the Reorientation Branch of the Civil Affairs Division, Dept. of Defense, and from a broadcasting service in Wellington, New Zealand, have been received during the past month requesting educational material used by the station.

The Dept. of Defense plans to utilize KYW's current course in radio techniques for Philadelphia recreational center supervisors through military governments in occupied areas in Europe. It also has requested school broadcasting material which will be provided from all Westinghouse radio stations, according to Gordon Hawkins, education director of WRS Inc.

Ian K. MacKay, supervisor of commercial programs for National Commercial Broadcasting Service, has requested copies of KYW's Safe Driving Campaign spot announcements used during the long Labor Day week-end. Mr. MacKay said he read about the campaign in BROADCASTING (September 1). The KYW drive featured 102 spot announcements commencing with the words: "Confucius Say." The New Zealand company plans to use the announcements in a road safety campaign.

YOU CAN HEAR THE DIFFERENCE

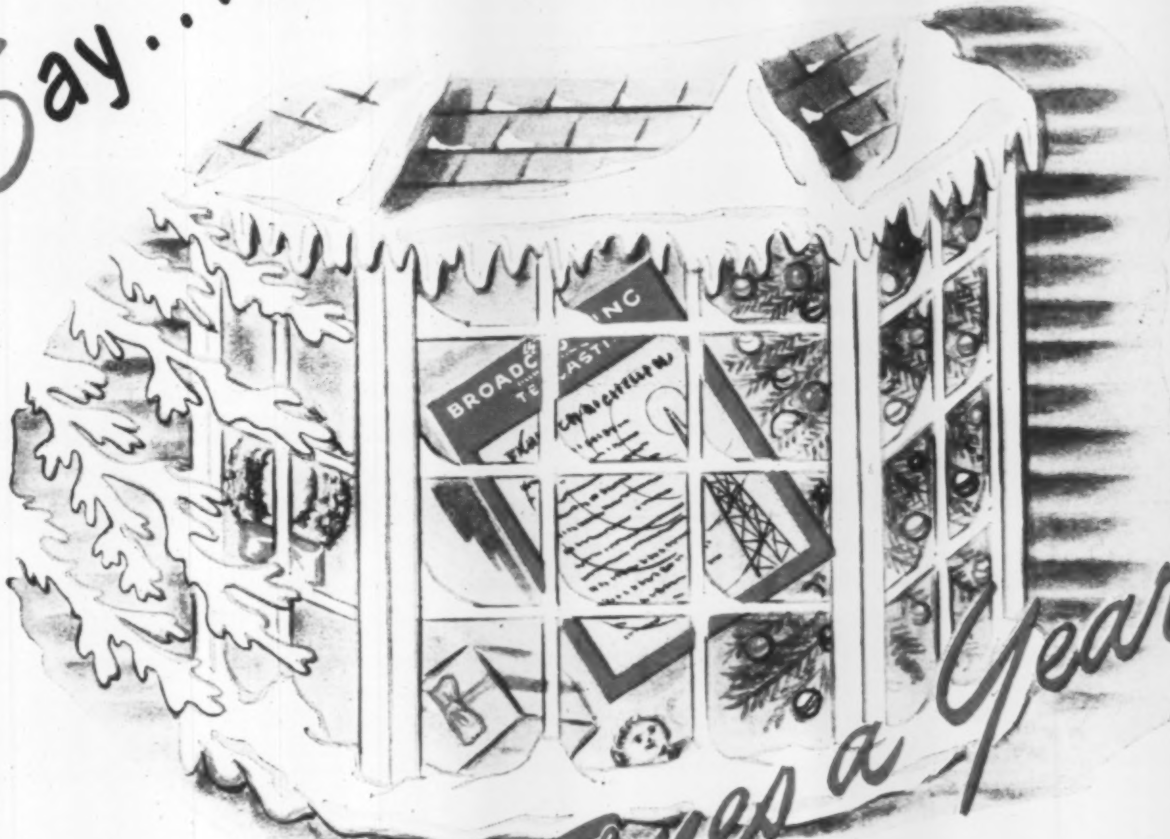
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

KSFO
SAN FRANCISCO
560
MUSIC MOVES MERCHANDISE
Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

Say . . . "Merry Christmas!"



52 Times a Year

SPECIAL *Gift* SUBSCRIPTION RATES

Now, before you're rushed for Christmas, is just the time to give the gift you'd like to get—a subscription to BROADCASTING and the 1948 Yearbook Number. By mailing the thrifty order form bound in this issue, you'll save money, too. Note that five gift subscriptions save you $5.00 . . . with greater savings for additional orders. To make your busy client more radio-minded, give him BROADCASTING. Or give it to business associates. They'll be more keenly aware of every event in radio's unpredictable and news-packed future. Your name will be hand-written on the colorful card announcing your good gift judgment.

Save time . . . save money . . . send the order form bound in this issue

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

PROMOTION

MELTING MIKES before the hot Chicago sun are presented in drawings on latest promotion folder of WBBM Chicago. Theme of folder is statement that "In Daytime Chicago . . . Only One Mike 'Stands Up' . . . WBBM's Of Course." Drawing shows sun melting mikes, which are depicted as flowers. All mikes are withered except WBBM's. Copy is based on C. E. Hooper report which gives WBBM daytime rating as 5.3% higher than nation-wide average.

WHB 'Looks Ahead'

STATIONERY for WHB Kansas City, Mo. has been combined with promotion folder telling of the station's progress. Cover of folder is regular letter head for message and inside pages review the history of "WHB—Pioneer That Still Looks Ahead." Pictures of staff and program personalities line pages, with copy divided into sections describing station activities. Letter telling of WHB's part in the opening of new local Sears Roebuck store also is enclosed in folder of current mailing.

Mr. 'F.M.'

TO PROMOTE public interest in FM broadcasting, with forthcoming FM operation by the station, WLAD Danbury, Conn., recently conducted four-day contest on subject of "Who is Mr. F. M." Series of transcriptions which explained rules of contest and contained portion of song by mystery voice were played at intervals on WLAD. Programs were interrupted by voice of "Mr. F. M." for the four days. Station awarded three pilot FM tuners to first three persons who mailed in proper identification of voice.

WCCC Opening

REPRINTS of full-page opening-day ad in Hartford (Conn.) Daily Courant are being distributed by WCCC, new daytime station in that city. Headed "Now On the Air WCCC 1290 On Your Dial," ad extends thanks to citizens of Hartford for help and suggestions in planning new station. Pictures of outstanding programs and station personnel are shown. Postscript on copy states in bold type: "P. S.—No Grand Opening," and explains that opening of station coincided with final push of Community Chest and station sent contribution to the Chest instead of sponsoring opening ceremonies.

WTMJ Auditions

AUDITIONS for more than 180 young Wisconsin vocalists and instrumentalists are being conducted this month by WTMJ Milwaukee for the 1948 "Starring Young Wisconsin Artists" series. Project is conducted under auspices of Wisconsin Federation Music Clubs in cooperation with WTMJ. From group, 48 finalists will be chosen to appear on 16 half-hour broadcasts on WTMJ beginning Jan. 3. Music scholarships and cash awards will be given to winners.

Christmas Candy

SQUARES of candy wrapped as miniature Christmas gifts and dressed up with brightly colored cellophane tape are being distributed to more than 400 women broadcasters by Kenyon & Eckhardt, New York. Agency's monthly release, "Something For the Girls," provides recipes for airing for women broadcasters across the country. Christmas special will contain recipe for Rice Krispier-Marshmallow square, with square of the candy as gift.

Advanced Notice

SALES MAKERS brochure is latest promotion feature of WLW Cincinnati for its "Rendezvous with Ramona" program, sponsored by Moore's Stores. Brochure is mailed weekly to managers of Moore's Stores in Ohio, Indiana and West Virginia. Four or five-page folder contains all commercial copy to be used in one week on shows. Store managers then may plan displays, special promotions, etc., based on the WLW program. Cover carries pictures of show personalities and lists briefly products to be mentioned during week.

WSKI Promotion

COLORFUL two-page broadside introducing WSKI Barre, Vt. as "The Radio Voice of Central Vermont," has been mailed to over 500 retailers in surrounding area. First page includes large microphone cut and information on studio and office locations. Second page contains coverage map and "WSKI-Land" market data. Letter from WKSI commercial manager was mailed with each broadside explaining services and facilities station offers advertisers.

Radio Station WGH

requests the honour of your presence

at the marriage of her Royal Highness

the Princess Elizabeth of England

to

Lieutenant Philip Mountbatten

Thursday, the twentieth of November

from six to eight o'clock in the morning

Westminster Abbey

London, England

rebroadcast of wedding highlights

at half after seven in the evening

INVITATIONS to listeners to hear the rebroadcast of the English Royal wedding over WGH Newport News, Va. were issued by the station by means of newspapers. Printed in formal style, invitations were run in all Norfolk and Newport News papers on the day of the wedding, Nov. 20.

WONS Special Show

SPECIAL films chosen from children's film library were presented in five Hartford, Conn. theatres recently as part of children's show sponsored by WONS Hartford and Ralston-Purina Co., sponsors of "Tom Mix" program. Program was broadcast direct from one local theatre after special film and other entertainment had been provided for some 4,500 children and parents. All children attending were presented with "Tom Mix Humming Lariats" as souvenirs.

RCA Ad Book

BOOK of advertising aids for dealers has been released by RCA Victor in time for pre-Christmas promotions. Brochure contains 28 pages and is accompanied by supplement designed for cooperative advertising use under multiple dealers' signatures. Called "Here's More," supplement is follow-up on previous mat book called "Here's How." New book brings dealers up to date on home instruments introduced recently and also includes new mats and layouts on sets previously carried.

KSOF Featured

PICTURES and lively copy told the story of KOSF Nacogdoches, Tex. in recent issue of magazine section of Houston Chronicle. Titled "Anything Goes," article on KOSF occupied two pages in the newspaper, and praised the station for its work, especially its use of local talent. Pictures of staff personnel and scenes from programs augmented the story. Review of station's activities since it took the air last March, and description of its facilities also were presented.

O&D Award

"SHUCKS . . . It was easy!" is comment of O'Brien & Dorrance, New York promotion agency, on its award received recently from Direct Mail Adv. Assn. O&D is distributing promotional sheet telling of the award and stressing that awards can be won easily by clients with O&D help.

Promotion Personnel

MAURY BAKER, who has been in sales promotion department of KGO San Francisco, since 1946, has been appointed assistant manager of advertising, promotion and publicity. **ROSAMOND WILFLEY** has joined same department, replacing **ROLPH STODDARD**, who resigned to become advertising and promotion manager for the California Electric Supply Co. Miss Wilfley formerly was with San Francisco office of Young & Rubicam, and prior to that with KMOX St. Louis.

EDNA A. HERBST, former promotion and program director of Tall Corn Network, has been appointed promotion and publicity director of KCRG and KCRK (FM) Cedar Rapids, Iowa. In addition, she will direct women's activities for the stations. Miss Herbst previously was with WSUI Iowa City, WMT Cedar Rapids and KRNT Des Moines.

Miss Herbst

J. ARTHUR LAZELL, formerly with radio division of United Nations, has been named sales promotion manager of WALL Middletown, N. Y.

WILLIAM R. KELLEY has been appointed merchandising manager of WCAE Pittsburgh. He joined WCAE ten years ago as mail clerk and was publicity director at time he joined armed forces in 1942. He returned to WCAE after discharge.

STUART R. LELAND, formerly with WDHL Bradenton, Fla., has been appointed publicity chief at WLAD Danbury, Conn.

JUNIUS ZOLP, formerly with general office of NBC Central Div., has been appointed research director of division's advertising and promotion department, succeeding **GEORGE MORRIS Jr.**, who was recently named WMAQ salesman.

ABBOTT & COSTELLO will start new juvenile program on ABC beginning Dec. 6. Originating from Hollywood, format calls for interviews of young stars of radio, stage and screen, weekly $1,000 bond to contest winners, plus prizes of playground equipment, and local school scholarships.

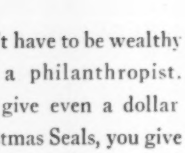
How to ride with Santa

You don't have to be wealthy to be a philanthropist. When you give even a dollar or two for Christmas Seals, you give the greatest gift of all — health, even life itself.

Christmas Seal funds make possible year-round help against tuberculosis — the dread TB that threatens more people between 15 and 44 than any other disease.

Add Christmas Seals to your Christmas giving. Let Santa's every letter, every package carry the Seal that saves lives. Send in your contribution today.

BUY CHRISTMAS SEALS



Because of the importance of the above message, this space has been contributed by

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

recording?

demand
Universal
on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

WBAL

(Continued from page 20)

ing reward-for-listening shows, the WBAL manager said the station has never carried them as it was believed they were just "not for us." He said this was not a reflection in any way upon that type of programming.

William J. Dempsey, WBAL counsel, introduced a proclamation by Mayor Thomas D'Alesandro Jr. naming September 1947 as "WBAL Month" in Baltimore. Objection was sustained to his introduction of a resolution by the Baltimore City Council dated Jan. 27, 1946, recommending that FCC renew the station's license.

Early in the Tuesday afternoon meeting Leonard Marks, counsel for Pearson-Allen, was permitted to introduce his own analysis of WBAL logs as Paul F. Peter, radio management consultant, had done earlier for WBAL. Mr. Marks said this was necessary before he could cross-examine Mr. Burke. He called Samuel Miller, member of his law firm who compiled the exhibits, to the stand to identify them and explain his work.

Blue Book Analysis

Termed by Mr. Dempsey a tabulation rather than an analysis, the exhibits covered "typical" weeks during the past several years, including the Blue Book week of April 23, 1944. The compilation included overall percentages of commercial and sustaining time, commercial spots, public service announcements for 8 a.m. to 6 p.m. and 6 p.m. to 11 p.m., local sustaining time and commercial and sustaining religious time. Mr. Miller explained his classifications were made solely on classifications given by the log.

Mr. Dempsey objected strongly to crediting of network hitchhike and cowcatcher announcements to WBAL when they belonged, he said, as part of the network program. After subsequent questioning of the witness, Mr. Dempsey moved that the exhibits be stricken from the record, alleging Mr. Miller was not sufficiently familiar with network policy, FCC logging requirements and other related matters to give worth to the compilation.

Mr. Hyde denied this motion, declaring the tabulations were satisfactory according to the witness's definitions. Mr. Dempsey said this deprived them of all meaning and made the whole tabulation "highly misleading."

Questioning of Mr. Miller by Mr. Dempsey continued Wednesday morning regarding details of his tabulations and his background in statistics. Mr. Miller stated he had considerable experience along this line while with FCC from August 1940 to January 1947.

Exhibit Request

A renewed request by Mr. Dempsey to strike the exhibits was denied by Comr. Hyde who said the argument in support of the motion would be considered by the Commission along with the exhibits.

Mr. Dempsey then asked and was granted permission to recall Mr. Peter to the stand to present WBAL's counter exhibit on the Blue Book week which it had not previously introduced. Mr. Peter said the new exhibit was prepared in the same manner as the earlier WBAL program exhibits, containing "interpreted" commercial classifications among other details.

Mr. Peter reviewed the FCC rules relating to minimum logging requirements and pointed out logs may include additional information for various station purposes. He said, "We must understand what goes into the logs before we can understand the usefulness of those logs."

Asked by Mr. Dempsey if on the basis of FCC requirements any information is given for tabulation under Blue Book form, Mr. Peter replied, "No, there isn't."

Mr. Marks commented in objection that the question was very broad so Mr. Dempsey asked Mr. Peter if in the preparation of his WBAL exhibits the station logs contained enough information for classification according to Blue Book definitions. Mr. Peter said they did not and that he got additional information from the WBAL program personnel.

Mr. Dempsey asked Mr. Peter's opinion if anyone could make such a tabulation analysis from the log alone. Answer was not permitted as result of objection. Mr. Peter, questioned if information for classification by FCC definition were missing, replied "Yes, definitely." Further "opinion" testimony concerning such tabulations was denied.

EVERYONE seems pleased with the promotions that took place at WHAS and WCJT (FM) Louisville [BROADCASTING, Nov. 24]. New director of sales for the two stations is J. M. Wynn (l); Neil Dalton (center) has been named to newly-created post of public relations director, for both stations and Louisville *Courier Journal* and *Times*, stations' owner; and Douglas Cornette is promotion manager of the stations and papers. All have been with the organization for several years.

FAIR OF NAB STRESSES DELINQUENCY DECLINE

NOTICEABLE decline in juvenile delinquency has occurred with return to normal peacetime life and falling off in population displacements, Harold Fair, NAB program director, told the Baltimore Junior Assn. of Commerce at its luncheon last Wednesday. This decline has occurred during a period of increased mystery and crime programming on the air, he said, in answering the charge that broadcasts lead to delinquency.

Mr. Fair attributed to Charles L. Chute, executive director of the National Probation Assn., the statement that delinquency is decreasing. He added that most delinquency is centered in sex offenses, whereas sex programming is avoided by broadcasters. He cited language in the proposed NAB code on crime and horror programs.

A special study by Paul Lazarsfeld, of Columbia U., for the Attorney General, shows that in only 15% of network mystery and crime programs is major listener identification based on the criminal, Mr. Fair said. He conceded some programs do not comply with NAB code provisions covering respect for legal authorities.

The NAB Program Dept. has sent out some 3,000 scripts and program ideas as part of the industry's participation in the Dept. of Justice drive against delinquency, Mr. Fair said, with individual networks and stations carrying on extensive programming and community projects.

WE'RE COCKY

... about the percentage of yearly renewals—nearly perfect!

WIP BASIC MUTUAL

PHILADELPHIA'S PIONEER VOICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

YOUR ABC'S ARE THE KEYS TO SALES IN EASTERN NORTH CAROLINA

WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

WRRF
5000 WATTS, 930 KC
WASHINGTON, N. C

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

FAVORITE VOICE OF QUAD-CITIES

WHBF

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES
Rock Island, Moline, E. Moline, Ill. - Davenport, Ia.

BASIC ABC

WHBF

5000 WATTS 1270 KILOCYCLES

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

FCC Actions

(Continued from page 66)

Applications Cont.:

Assignment of CP

WABX Harrisburg, Pa.—Consent to assignment of CP of FM station WABX to WABX Inc.

November 25 Decisions . . .

BY THE COMMISSION

Hearing Designated

Kosciusco Bcstg. Corp., Warsaw, Ind.—Designated for hearing application for new station 1220 kc 250 w D in consolidated proceeding with application of Logansport Bcstg. Corp. 1230 kc 250 w unl.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Roy C. Kelley, Muskegon, Mich.—Granted petition to dismiss without prejudice application.

All-Okla. Bcstg. Co., Tulsa, Okla. and Texas Star. Bcstg. Co., Dallas, Tex.—Granted in part joint petition requesting leave to amend applications to substitute revised engineering data with respect to D operation.

Ellis County Bcstg. Co., Waxahachie, Tex.—Granted petition for leave to amend application to specify 1390 kc 1 kw D DA in lieu of 730 kc 250 w D. Amendment was accepted and application removed from hearing docket; further ordered that grant of petition and acceptance of said amendment is conditioned upon filing within 10 days of affidavit in proper form pursuant to Sec. 1.365(a).

United Bcstg. Corp., Pittsburgh—Granted petition for leave to amend application to change trans. site, reduce N power from 5 kw to 1 kw, to alter contemplated stock issuance, etc.

The Montana Network Inc., Butte, Mont.—Dismissed as moot petition requesting dismissal without prejudice of application.

Richardson, Spring & Adair, Crawfordsville, Ind.—Granted petition for leave to amend application to show withdrawal of Robert C. Adair and addition of Curtis S. Horn and Thos. W. Morley, to change name of applicant to O. E. Richardson, Joe Gibbs Spring, Curtis S. Horn and Thos. W. Morley d/b as Crawfordsville Bcstg. Assn.

KERO Bakersfield, Calif.—Granted petition to accept written appearance in re application.

WGBF Evansville, Ind.—Granted petition for leave to amend application to mod. proposed DA.

WAAF Chicago—Granted petition for leave to amend application to change trans. location and increase N power from 1 to 5 kw.

Grenada Bcstg. Co., Grenada, Miss.—Dismissed as moot petition requesting advancement on docket calendar of his application and that of Birney Imes, Jr.

KPHO Phoenix, Ariz.—Granted authority to take depositions in proceeding on its application.

Southern Idaho Bcstg. Co., Preston, Ida.—Granted petition requesting leave to change applicant's name to "Voice of the Rockies Inc."

Southern Idaho Bcstg. Co., Preston, Ida.—Granted petition requesting leave to amend application to specify 1340 kc 250 w unl. in lieu 1500 kc 250 w unl. etc. Amendment was accepted and application removed from hearing docket.

Charles L. Cain, Grand Prairie, Tex.—Granted petition for leave to amend application to specify 780 kc 250 w D in lieu of 1390 kc 1 kw D. Amendment was accepted and application removed from hearing docket.

John C. Mullens, Phoenix, Ariz.—Granted petition to accept written appearance in re application.

WPAT Paterson, N. J. and WFMD Frederick, Md.—Upon consideration of petition of WPAT, Commission continued hearing now scheduled Nov. 26 to Feb. 16, 1948, on these applications.

Four States Bcstrs. Inc., Joplin, Mo.—Granted petition for leave to amend application to revise technical data with respect to N operation, show changes in petitioners financial plans, etc. Amendment was accepted and application removed from hearing docket.

Logansport Bcstg. Corp., Logansport, Ind.—Granted petition requesting that issues No. 1 and 3 set forth in Commission's order of March 6 in re Docket 8194 be stricken, and ordered that issues in proceeding be enlarged to include issue to determine population and area, if any, now served by WJOB Hammond, Ind., would lose service because of operation of proposed Logansport station etc.

Fort Bend County Bcstg. Co., Rosenberg, Tex.—Granted petition for leave to amend application to specify 500 w instead of 250 w etc.

Washtenaw Bcstg. Co. Inc., Motor State Bcstg. Co., T-C Bcstg. Corp., Irwin C. Stoll and Michigan Music Network Inc.—Ordered that hearings on these applications be scheduled to be held on dates and places as follows: Washtenaw Bcstg. Co. Inc. on Dec. 1 at Ann Arbor; Motor State Bcstg. Co. on Dec. 2 at Ann Arbor; Michigan Music Network Inc. Dec. 3 at Jackson; T-C Bcstg. Corp. Dec. 4 at Lansing; Irwin C. Stoll Dec. 5 at Lansing.

Perth Amboy Bcstg. Co., Perth Amboy and Union Bcstg. Co., Elizabeth, N. J.—Ordered that hearing on these applications presently scheduled Nov. 24-25 be continued to Dec. 3-4 at Perth Amboy and Elizabeth.

WJOB Hammond, Ind.—Denied petition requesting 30 day continuance of hearing on application of Logansport Bcstg. Corp. scheduled Nov. 26.

WMRO Aurora, Ill.—Granted authority to take depositions in re application.

KOOS Coos Bay, Ore.—Granted petition for continuance of hearing now scheduled Nov. 20 and continued same to Dec. 19 in re Docket 8049.

Hugh Francis McKee, Portland, Ore.—Commission on its own motion continued hearing on application now scheduled Nov. 24 to Feb. 23, at Portland, Ore.

Boise Bcstg. Co., Boise, Ida.—Granted petition to dismiss without prejudice application.

(By The Commission)

WHLS Port Huron, Mich.—Commission on its own motion, continued hearing presently scheduled Nov. 24 in re application for renewal of license to Jan. 26, 1948.

BY THE SECRETARY

WCBD Chicago—Granted license for new station 820 kc 5 kw share hours.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,453 licensed, 482 construction permits, 282 applications in pending file, 385 applications in hearing; FM—80 licensed, 251 conditional grants, 700 CPs (of which 251 are on air under special temporary authority), 64 applications pending, 56 applications in hearing; television—six licensed, 64 CPs (of which 11 are on air), 26 applications pending, 18 applications in hearing.

WJDA Quincy, Mass.—Granted license for new station 1330 kc 1 kw D.

WHCC Waynesville, N. C.—Granted license for new station 1400 kc 250 w unl.

WWOL Lackawanna, N. Y.—Granted license for new station 1120 kc 1 kw D.

WCBS-FM New York—Granted license which authorized changes in FM station.

WKLY Hartwell, Ga.—Granted license for new station 980 kc 1 kw D and to specify studio location.

WEXT Milwaukee—Granted license for new station 1430 kc 1 kw D and to change description of studio location.

WMPS Memphis, Tenn.—Granted license to cover change to 680 kc, increase power to 5 kw DA 10 kw-LS unl.; install new trans. DA N and change trans. location.

KNOX Grand Forks, N. D.—Granted license for new station 1400 kc 250 w unl.; cond.

KRIO McAllen, Tex.—Granted license for new station 910 kc 1 kw DA unl.

WTNC Thomasville, N. C.—Granted license for new station 790 kc 1 kw D and to change studio location.

KNEW Spokane, Wash.—Granted license covering increase in power to 5 kw, install new trans. and DA-DN and change trans. and studio locations.

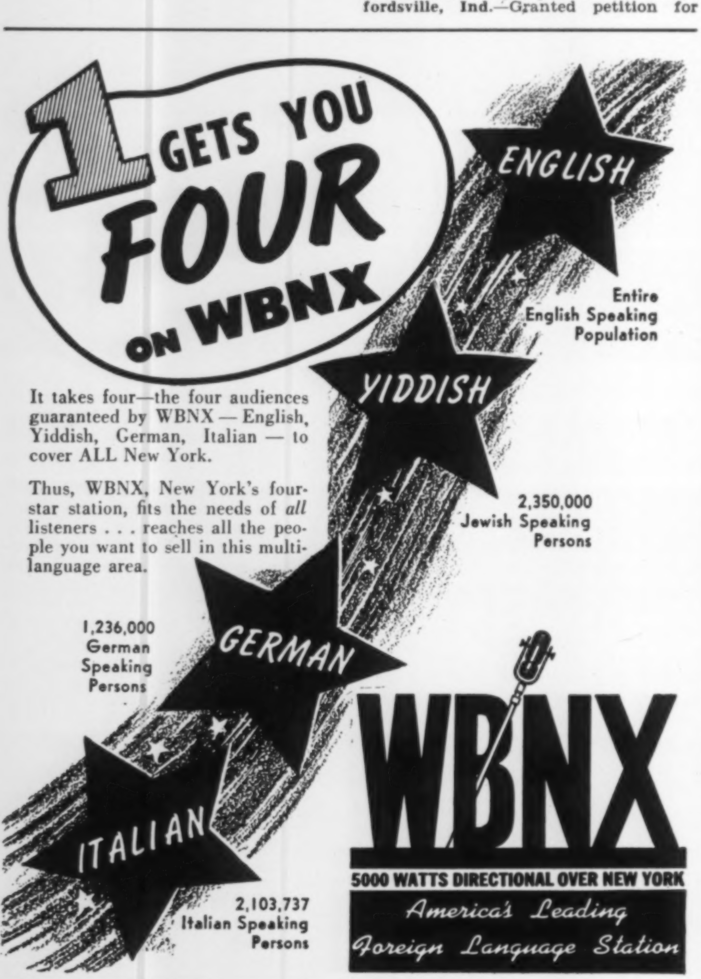
WHHT Durham, N. C.—Granted license covering change to 1590 kc, hours to unl., install DA-N, and change trans. location.

WFAS White Plains, N. Y.—Granted license covering installation of new trans. and vertical ant. and change in trans. location.

KGFJ Los Angeles—Granted license covering increase in power and for changes in trans.

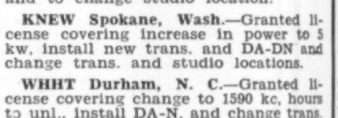
WJNO W. Palm Beach, Fla.—Granted license covering installation of new trans.

WFAS White Plains, N. Y.—Granted license covering change in location of


1 GETS YOU FOUR ON WBNX
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.


PHILADELPHIA'S LARGEST Sports AUDIENCE!
WIBG
10,000 WATTS DAY & NIGHT
PHILA.'S MOST POWERFUL INDEPENDENT

present licensed trans. to be used as aux.

WKYB Paducah, Ky.—Granted license covering mounting of FM ant. on top AM tower.

WNOW York, Pa.—Granted mod. CP for approval of ant. and trans. location.

KVOG Ogden, Utah—Granted mod. CP to make changes in trans. and for approval of ant., trans. and studio locations.

Following were granted extension of completion dates as shown: WHNY Hempstead, N. Y., to 2-23-48; KSCJ-FM Sioux City, Iowa, to 3-31-48; WSAR Fall River, Mass., to 3-16-48; WGPC Albany, Ga., to 3-1-48; KSDN Aberdeen, S. D., to 4-18-48; WPAQ Mount Airy, N. C., to 1-25-48.

KSTB Breckenridge, Tex.—Granted license for new station 1430 kc 500 w unl.

KWTC Barstow, Calif.—Granted license new station 1230 kc 250 w unl.

WHAB Stroudsburg, Pa.—Granted license for new station 840 kc 250 w D and to specify studio location.

KVAN Vancouver, Wash.—Granted license covering change in hours to unl., increase power to 1 kw, new trans. and DA-DN and change trans. and studio locations.

American Bcstg. Co. Inc., area Chicago, San Francisco, Los Angeles and New York—Granted CPs for four new remote pickup stations.

Fisher's Blend Station Inc., area Seattle—Granted CP to change equipment and to increase power of relay KIEL to 5 w.

WEWS Cleveland—Granted mod. CP covering minor ant. changes; to change studio location and to designate trans. location.

KBUH Brigham City, Utah—Granted mod. CP for approval of ant., trans. and studio locations.

WBOM Oak Ridge, Tenn.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WFLR Marianna, Fla.—Granted mod. CP to change type trans., change trans. and studio locations.

Standard Tobacco Co. Inc., Maysville, Ky.—Granted mod. CP to make changes in trans. and for approval of ant., trans. and studio locations.

Following were authorized extension of completion dates as shown: WTNY Troy, N. Y., to 2-18-48; KSO-FM Des Moines, to 2-20-48; WHLD-FM Niagara Falls, N. Y., to 6-1-48; WHVA Poughkeepsie, N. Y., to 2-7-48.

WCOA Pensacola, Fla.—Granted license for increase in power to 5 kw, install new trans. and DA-N, and change trans. location.

WCYB Bristol, Va.—Granted license covering increase in power to 5 kw and install new trans.

WCNR Bloomsburg, Pa.—Granted license for new station 930 kc 500 w D and specify studio location.

WJLD Bessemer, Ala.—Granted license covering change in trans. and studio locations.

KCMO Kansas City—Granted license covering change to 810 kc, increase power to 10 kw-N 50 kw-LS, install new trans., changes in DA-N and change trans. location.

WGBA Columbus, Ga.—Granted license for new FM station, Channel 236, 95.1 mc; 9 kw; 600 ft.

THEY CAN'T RESIST

When WAIR tells this great market about your product, the response adds up to profitable volume in a hurry. That's because our good listeners can't resist the appeal of a friend they've learned to love and trust.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

WFOB Fostoria, Ohio—Granted license for FM station, Channel 288, 105.5 mc, 130 ft.

KTFI-FM Twin Falls, Ida.—Granted license for FM station.

WCEC-FM Rocky Mount, N. C.—Same.

WHPE-FM High Point, N. C.—Same.

WCTS Cincinnati—Same.

KCRW Santa Monica, Calif.—Granted license for new noncommercial educational station; Channel 210, 89.9 mc; 460 w; minus 310 ft.

WOMI Owensboro, Ky.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WITA San Juan, P. R.—Granted mod. CP to make changes in vertical ant. and change trans. location.

KCOK Tulare, Calif.—Granted mod. CP to change type trans.

Following were authorized extension of completion dates as shown: WVNJ Newark, N. J., to 5-31-48; KMFR Great Falls, Mont., to 3-30-48; WSAN Allentown, Pa., to 11-25-47; KFVS Cape Girardeau, Mo., to 4-1-48; KELN Ely, Nev., to 3-30-48; WCAP Asbury Park, to 5-14-48 WBBB Burlington, N. C., to 1-31-48; KCRS Midland, Tex., to 11-30-47; WEIM-FM Fitchburg, Mass., to 2-23-48; KWBB FM Wichita, Kan., to 2-27-48; WWOD-FM Lynchburg, Va., to 2-4-48; WIBA-FM Madison, Wis., to 2-11-48; WCRS-FM Greenwood, S. C., to 3-11-48; WLWA Cincinnati, to 3-6-48; WMGY-FM Montgomery, Ala., to 3-4-48; WBRE-FM Wilkes-Barre, Pa., to 3-1-48; KARM-FM Fresno, Calif., to 3-7-48.

KOGT Orange, Tex.—Granted mod. CP to change type trans., change studio location and for extension of completion date.

KSGN near Centerville, Cal.—Granted license for new station 900 kc 1 kw D.

WSYR-FM Syracuse, N. Y.—Granted license for FM station.

WKNP Corning, N. Y.—Same.

WELD Columbus, Ohio—Granted mod. CP to make changes in ant. system.

WISR-FM Butler, Pa.—Granted mod. CP to change type trans. and make changes in ant. system.

WKAT Miami Beach, Fla.—Granted license covering increase in power to 1 kw-N 5 kw-LS and install new trans.; cond.

WSKI Montpelier, Vt.—Granted mod. CP to change name of permittee to Montpelier Barre Bcstg. Co. and change studio location.

KNPT Newport, Ore.—Granted mod. CP for approval of ant., trans. and studio locations.

WXLT Ely, Minn.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

KNOG Nogales, Ariz.—Granted mod. CP for approval of ant. and trans. location.

KVNC Carson City, Nev.—Granted mod. CP for approval of ant., trans. and studio location.

WCJU Columbia, Miss.—Granted license to cover changes in trans.

KUCB Blythe, Calif.—Granted mod. CP to change type trans. and vertical ant.

WMGW Meadville, Pa.—Granted mod. CP for extension of completion date to 1-28-48.

WREX Duluth, Minn.—Granted mod. CP for extension of completion date to 12-1-47.

November 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFI Los Angeles—Mod. CP, as mod., which authorized install new vertical ant., for extension of completion date.

KRUZ Santa Cruz, Calif.—Mod. CP which authorized new standard station to make changes in trans. equipment and DA and change trans. location. AMENDED to make changes in ground system and change trans. location.

AM—1340 kc

Vir N. James, Salida, Col.—CP new standard station 1340 kc 250 w unl.

AM—1280 kc

KSFT Trinidad, Col.—CP to make changes in trans., change trans. location.

Modification of CP

WSAV Savannah, Ga.—Mod. CP, as mod., which authorized change frequeny, increase power, install new

(*Continued on page 76*)

one solution

FOR TWO PROGRAM PROBLEMS

- network quality
- local cost

When you analyze objectives and decide you want a program with network finesse . . . but discover that your budget won't support the production costs . . . put your money on Fulton Lewis, jr. and watch things hum!

Here's nationwide prestige at local program cost. Millions hear Fulton Lewis, jr. in "the top of the news from Washington" five nights a week. Hundreds of sponsors (on more than 288 stations) swear by this outstanding cooperative program. Wire, phone or write now for availabilities in the localities where a sustaining feature is **Fulton Lewis, jr.**

CO-OP

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING COMPANY
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

TESTIMONIALS

We Got 'Em!

BEAUMONT AND HOHMAN

"We have been most satisfied with 'The Texas Rangers' and so has our client, and for that reason we are continuing it another 13 weeks."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION

SINCE 1922

ABC NBC

FORT WORTH, TEXAS

570 kc. 5,000 Watts
820 kc. 50,000 Watts

FREE & PETERS INC.
National Representatives

FCC Actions

(Continued from page 75)

Applications Cont.:

trans. and DA-N and mount FM ant. on AM tower and change trans. site, for extension of completion date.

AM—910 kc

Valdosta Bcstg. Co., Valdosta, Ga.—CP new standard station 910 kc 5 kw DA-N unl. AMENDED to make change in DA.

AM—1250 kc

Shelbyville Bcstg. Co., Shelbyville, Ill.—CP new standard station 1250 kc 250 w D.

AM—1280 kc

WGBF Evansville, Ind.—CP increase power from 1 kw-N 5 kw-D to 5 kw DN and to make changes in DA-N. AMENDED to change name of applicant from Evansville on the Air Inc. to On the Air Inc.

AM—1560 kc

KSWI Council Bluffs, Iowa—Authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

Big Sandy Bcstg. Co., Paintsville, Ky.—CP new standard station 1490 kc 250 w unl.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new standard station 900 kc 1 kw D. AMENDED re officers.

AM—1320 kc

Canisteo Radio Corp., Hornell, N. Y.—CP new standard station 1320 kc 1 kw D.

Modification of CP

WSOC Charlotte, N. C.—Mod. CP to install new vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

AM—930 kc

WRRF Washington, N. C.—CP change hours from D to unl. with 1 kw-N and 5 kw-D and install DA-N. AMENDED re changes in DA.

Modification of CP

WMFD Wilmington, N. C.—Mod. CP which authorized increase power, install new trans. and DA-DN (DA-2) and change trans. location, for extension of completion date.

WEBR Buffalo, N. Y.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—1150 kc

York County Bcstg. Co., Rock Hill, S. C.—CP new standard station 1150 kc 1 kw D. AMENDED to change name of applicant from W. G. Reid and O. Frank Thornton, a partnership d/b as York County Bcstg. Co. to W. G. Reid and O. Frank Thornton, partnership d/b as Tri-County Bcstg. Co.

AM—1340 kc

WRHI Rock Hill, S. C.—CP make changes in vertical ant. and mount FM ant. on AM tower. AMENDED to change type trans.

AM—1530 kc

Texas Star Bcstg. Co., Harlingen, Tex.—CP new standard station 1530 kc 50 kw DA unl. AMENDED to change hours from unl. to unl. except for hours from LS at Cincinnati, Ohio, to LS at Sacramento, Calif.

Modification of CP

WBRC-FM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KHSL-FM Chico, Calif.—License to cover CP, as mod., which authorized new FM station.

KTML Los Angeles—Mod. CP, as mod., which authorized new FM station for extension of completion date..

KLOK-FM San Jose, Calif.—Same.

WHB-FM Kansas City—Same.

WFNC-FM Fayetteville, N. C.—Same.

WKBN-FM Youngstown, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KEX-FM Portland, Ore.—Mod. CP which authorized new FM station to change ERP to 57.1 kw; ant. height above average terrain to 955 ft.; make changes in ant. system and change commencement and completion dates.

WJKT Johnstown, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KPRC-FM Houston, Tex.—Same.

License for CP

United Bcstg. Co., area of Cleveland—License to cover CP which authorized new remote pickup station WHKI WHKT and request frequency 153.05 mc.

Remote Pickup

WHEB Inc. Portsmouth, N. H.—CP two new remote pickup stations on 152-162 mc 50 w, emission special for FM and hours in accordance with Sec. 4.403.

ST Station

WHEB Inc., Portsmouth, N. H.—CP new ST station on 940.5 mc 10 w, emission special for FM and unl.

AM—1010 kc

Athens Bcstg. Co. Inc., Athens, Ala.—CP new standard station 1010 kc 250 w D.

AM—1350 kc

KCSB San Bernardino, Calif.—CP change hours from D to unl., change power from 500 w D to 500 w DN and make changes in trans. equipment.

AM—1050 kc

Mansfield Bcstg. Co. Inc., Mansfield, Pa.—CP new standard station 1050 kc 1 kw D.

AM—1440 kc

WMRC Greenville, S. C.—CP change frequency from 1490 to 1440 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location.

AM—1010 kc

KAMQ Amarillo, Tex.—CP change hours from D to unl., change power from 1 kw-D to 500 w-N 1 kw-D and install DA-N.

Modification of License

KPBX Beaumont, Tex.—Mod. license to change hours from D to unl. with power of 250 w-N 1 kw-D.

WTAQ Green Bay, Wis.—Mod. license to change from DA-DN to DA-N.

Modification of CP

WAFM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 512 kw, ant. height above average terrain to 851 ft. and to make changes in ant. and change commencement and completion dates.

Modification of License

KHJ-FM Los Angeles—Mod. license to change permit which authorized new FM station, to change corporated name to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System.

Modification of CP

WGAA-FM Cedartown, Ga.—Mod. CP, as mod., which authorized new FM stationtion for extension of completion date.

WTAX-FM Springfield, Ill.—Same.

WKJG-FM Ft. Wayne, Ind.—Same.

WAZV Brocton, Mass.—Same.

KING-FM Seattle, Wash.—Same.

KSD-FM St. Louis—Same.

Northern Allegheny Bcstg. Co., Warren, Pa.—CP new FM station (Class A) on Channel 221, 92.1 mc, ERP 429 w and ant. height above average terrain to 286 ft.

Remote Pickup

Isle of Dreams Bcstg. Corp., Miami, Fla.—CP new remote pickup station on 153.11 mc, 15 w, emission special for FM ant., hours in accordance with Sec. 4.403.

TV—186-192 mc

Boston Metrolopitan Television Co., Boston—CP new commercial television station on Channel 9, 186-192 mc, ERP vis 31 kw, aur 16.4 kw and unl. AMENDED to make ant. changes and to request decrease in ERP from vis and aur 31 kw and 16.4 kw to 27.5 and 14.5 kw respectively

Remote Pickup

WJR The Goodwill Station Inc., Detroit—CP new remote pickup station on 153.11 mc 50 w and special for FM emission, hours in accordance with Sec. 4.403.

APPLICATIONS DISMISSED

SSA—710 kc

WGBS Miami, Fla.—Special service authorization to operate unl. non-directional on 710 kc 10 kw-D 2 kw-N for period of 30 days. DISMISSED Nov. 21, 1947.

AM—1450 kc

KGFF Shawnee, Okla.—CP reinstatement of CP which authorized install new vertical ant., to make changes in vertical ant. and mount FM ant. on AM tower. DISMISSED Nov. 21, 1947.

APPLICATIONS DELETED

Radio Corporation of America—Deleted experimental TV station W10XLW application, used within continental U. S., Nov. 19.

The Fort Industry Co., area of Toledo, Ohio—Deleted application for high frequency FM station WEHQ.

TV RELAY DELETED

Columbia Bcstg. System Inc., area of New York—Deleted TV relay W2XCB, Nov. 21.

TENDERED FOR FILING

AM—910 kc

KRUX Glendale, Ariz.—CP change frequency from 1340 to 910 kc, power from 250 w to 5 kw, install new trans. and change trans. location, install DA-DN and change studio location from Glendale to Phoenix.

Assignment of License

KSGN near Centerville, Calif.—Consent to assignment of license to E. L. Barr, Elmer Rheingans, Jake Rheingans, Estey H. Walton, and Strother P. Walton, as partnership d/b as Radio Sanger Co.

Acquisition of Control

WTTM Trenton, N. J.—Acquisition of control of 50 per cent of stock in licensee of WTTM and permittee of WTTM-FM from Elmer H. Wene to S. Carl Mark.

Transfer of Control

Inland Radio Inc., Baker, La Grande

XII
XI
X
IX
VI
12
11
10
9
6
NETWORK TIME
LOCAL TIME
1
2
3
4
5
EST
CST
MST
PST

To Network Executives . .

A TIME PLAN TO ELIMINATE DELAYED ET's of your line shows

ANY network offering can be accepted by your affiliate with the Mosby Plan of Time Allocation. Because local programs are confined to the 3rd quarter of every hour. Remaining time belongs to the networks. Affiliates can then accept any network offering and yet know their local commercials are safely slotted in their guaranteed 3rd quarter hour. Let's give it a try.

The ART MOSBY STATIONS

CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA

KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW (DEC. 1, 1947)

MONTANA

No Time for News

THE CHICAGO typesetters' strike has been observed by at least one Chicago radio station. Approached by *The Chicago Sun* for time in which to sponsor several news programs, WCFL, the American Federation of Labor station, at first agreed. Later in the day, following publication of news that a strike was pending, Mel Wollens, commercial manager of the station, notified the *Sun* that an IBEW engineer had refused to cross a picket line around the building where the paper is printed. The paper said that at the time the engineer arrived, no picket line existed.

and Ontario, Ore.—Consent to transfer of control of licensees KBKR KLBM KSRV to Olive B. Cornett, Executrix of estate of Marshall E. Cornett, deceased.

AM—1230 kc

Edward J. Breece, Lander, Wyo.—CP new standard station 1230 kc 250 w unl.

Transfer of Control

WIMS Michigan City, Ind.—Consent to transfer of control from O. E. Richardson, E. R. Herkner, W. A. Blank, E. D. Oskierko, W. J. K. Volk and J. F. Ciezadlo to O. E. Richardson.

AM—1490 kc

WMUS Muskegon, Mich.—CP change frequency from 1090 to 1490 kc, power from 1 kw D to 250 w DN, hours from D to unl. (request facilities of WKBZ).

AM—1420 kc

Maple City Bcstg. Corp., Hornell, N. Y.—CP new standard station 1420 kc 500 w-N 1 kw-D unl. DA-N.

November 26 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KRUX Glendale, Ariz.—CP change frequency from 1340 to 910 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. and studio locations.

Modification of CP

KLAC Los Angeles—Mod. CP, as mod., which authorized increase power, install new trans. and vertical ant. and change in trans. location for extension of completion date.

KCRA Sacramento, Calif.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location for extension of completion date.

KTKR Taft, Calif.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

WOAP Owosso, Ida.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KWAL Wallace, Ida.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio locations for extension of commencement and completion dates.

WKJG Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station to make changes in DA.

KIOA Des Moines, Iowa—Mod. CP which authorized new standard station to change type trans.

License for CP

WMNB North Adams, Mass.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WJPD Ishpeming, Mich.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WREX Duluth, Minn.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WMIN St. Paul, Minn.—Mod. CP, as mod., which authorized change trans. location, install new vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

WAPF McComb, Miss.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and change studio location.

KRAM Las Vegas, Nev.—Mod. CP which authorized new standard station to change type trans., make changes in vertical ant., change trans. location and change studio location.

WRUN Utica, N. Y.—Mod. CP which authorized new standard station for extension of completion date.

WGIV Charlotte, N. C.—Mod. CP, as mod., which authorized new standard station to change type trans. and specify studio location.

KEX Portland, Ore.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. and studio locations and make changes in trans. equipment for extension of completion date.

WNAF Providence, R. I.—Mod. CP, as mod., which authorized new standard station to change type trans. and type vertical ant. and to change studio location.

KELO Sioux Falls, S. D.—Mod. CP which authorized to change frequency, increase power, install new trans. and DA-N and change trans. and studio locations for extension of completion date.

License for CP

KGNC Amarillo, Tex.—License to cover CP, as mod., which authorized change frequency, increase power, change type trans., install DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1430 kc

KSTB Breckenridge, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KNAF Fredericksburg, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWFT Wichita Falls, Tex.—Mod. CP, as mod., which authorized increase in power and changes in DA-N and mount FM ant. on SE tower for extension of completion date.

KOMO Seattle, Wash.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. location for extension of completion date.

WHIS Bluefield, W. Va.—Mod. CP which authorized increase power, install new trans. and DA-N for extension of completion date.

KRED Eureka, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KMPC-FM Los Angeles—Mod. CP which authorized new FM station for extension of completion date.

WDRC-FM Hartford, Conn.—Same.

WEHS Chicago—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.

KYSM-FM Mankato, Minn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KWNO-FM Winona, Minn.—Same.

WTAM-FM Cleveland—Mod. CP which authorized new FM station to change ERP to 13 kw; specify type trans., trans. site, change ant. height above average terrain to 621.8 ft. and specify ant. system.

KUGN-FM Eugene, Ore.—Mod. CP which authorized new FM station as mod. for extension of completion date.

KMED-FM Medford, Ore.—Mod. CP, as mod., which authorized new FM station to change completion date.

FM—105.5 mc

Associated Electronic Enterprises Inc., Woonsocket, R. I.—CP new FM station (Class A) on Channel 288, 105.5 mc and ERP 300 w.

Modification of CP

KGBS-FM Harlingen, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WBTM-FM Danville, Va.—License to cover CP, as mod., which authorized new FM station.

WDBJ-FM Roanoke, Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRJN-FM Racine, Wis.—Same.

WFHR-FM Wisconsin Rapids, Wis.—Same.

TV—76-82 mc

Miami Bcstg. Co., Miami, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP 16.3 kw and unl.

TENDERED FOR FILING

AM—1490 kc

Fairfield County Bcstg. Co., Norwalk, Conn.—CP new standard station 1490 kc 100 w unl.

AM—1310 kc

WISH Indianapolis—CP install FM ant. on top North tower of DA.

AM—1290 kc

Martins County Bcstg. Co., Williamston, N. C.—CP new standard station 1290 kc 1 kw D.

Modification of CP

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Mod. CP to mount FM ant. on North tower of DA and change proposed trans. location.

38 Pages for KSCO

TWO DAYS before KSCO, new 1-kw Santa Cruz, Calif., daytime outlet on 1080 kc was launched the *Santa Cruz Sentinel-News* went all out in announcing the station's opening. The paper, in its first special edition since the war, devoted 38 of its 46 pages, to articles about the station and its personnel, program plans, sponsors, and other pertinent facts. KSCO took the air earlier this fall. It is licensed to Radio Santa Cruz, a partnership composed of Fred McPherson Jr. and Dr. Mahlon D. McPherson, brothers, and C. Vernon Berlin, who is station manager. The McPhersons are publishers of the *Sentinel-News.*

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

HAWAII'S FIRST STATION

OFFERS:
MAXIMUM COVERAGE
LISTENER PREFERENCE
PIONEERING PRESTIGE

Affiliated with THE HONOLULU ADVERTISER • *Represented by* THE KATZ AGENCY, INC.

Edward Friendly
B.B.D. & O.
383 Madison Ave.
New York City

Dear Ed:

Just you leave it to us here at ole WCHS fer takin' advantage of promotion opportunities . . . Yessir, One o' the Stettinius boys, Ed, I believe his name wuz, came t' town las' Tuesday an' sure as shootin' Harry Brawley, he's our director of Public affairs has 'im on the Open Forum program Tuesday night. You can bet them 5000 watts at 580 was jumpin' when ole' ed Stettinius got t' talkin' . . . . right smart man Ed . . . Just like them guys that do them Columbia programs . . . which we got . . . right smart . . .

Yrs

algy

WCHS
Charleston, W. Va.

PIONEERING IN KANSAS CITY
SINCE
1942

NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET

O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

Apples to Ambrosia

(*Continued from page 19*)

tional free service to its gas and oil customers when it signed Red Grange as a football sportscaster.

It was shortly before the war when the clipped speech of the comparatively unknown H. V. Kaltenborn was making history by his broadcasts behind haystacks in Spanish battlefields, and his reports of the Munich conference, that Burnett decided the time was ripe for sponsorship of a network commentator. Starting on a limited number of NBC stations, Mr. Kaltenborn began what has now become one of the longest consecutively sponsored newscasts in radio as the official *Pure Oil News Time*. It also began what has set a record for commercial announcers with Lyle Van delivering the short, factual and to-the-point commercials.

But it remained for Pearl Harbor to convince both Burnett and Pure Oil that in the sometime opinionated but scholarly and much traveled H. V. K., they also had a great public service. On November 8, Burnett instructed NBC that Pure Oil would sponsor Mr. Kaltenborn not three times weekly, but five times a week—Monday through Friday.

Sells Oil, Too

Mr. Kaltenborn's interpretation of the news, however much harping critics may minimize, is highly respected by millions of listeners, a sizeable percentage of whom also have formed a habit of refueling at a Pure Oil station. In the face of gas rationing and government restrictions on driving, Pure Oil boldly published over 5,000,000 war maps. The customer gladly paid 10 to 25 cents each for the maps, and Pure Oil research showed that in the process, many of them stayed to buy gas and oil. With the war over, Pure Oil has turned to public service and its new booklets are aimed exclusively at safe driving. One of them teaches children how to drive, an effort that has been highly commended by the National Safety Council, police departments, and school authorities.

In 1939 the American Meat Institute, then a 40-year old association of meat packers and processors, impressed with the success of a new process for manufacturing "skinless" weiners, called on the Burnett agency to do something to maintain the sale of natural casings.

The Burnett answer to this meaty problem was to direct two national campaigns, one to increase the consumption of pork sausage, and the second to do likewise to liver sausage. It was perhaps only incidental that both products required natural casings. The Burnett-conceived campaign inspired an appreciation for the sausages that has never diminished.

At about this time, the late G. F. Swift inspired a sustained, industry-wide campaign to "sell" the American housewife on the essential need for meat in the daily diet. With $2,000,000 provided to add pork chops to the table, independent of private brand labels, the AMI launched a series of ads in leading magazines and newspapers.

Bird for Bride

BILL SCHUDT, CBS eastern manager of station relations, got the bird last week from Ed Darlington, manager of WCNR Bloomsburg, Pa., but he's not kicking about it. Mr. Schudt fixed it so that WCNR, an independent station, took a courtesy feed on the royal wedding from CBS, Nov. 20. In gratitude, Mr. Darlington sent Mr. Schudt a live pheasant which arrived at CBS New York headquarters in plenty of time for Thanksgiving dinner.

Unfortunately, in 1941, no share of the two million went to radio. The reasoning behind this slight (that an educational story of meat and its many by-products, its nutritional role in the daily diet, required lengthy copy) was not easily overcome. It was generally believed that broadcasting could not match the power of a four-color page in magazines.

Then the day of radio came and the AMI agreed to the sponsorship, over the ABC network, of *The Life of Riley*, starring a promising young actor named William Bendix. After 18 months on ABC, first on Sunday afternoon and later on Sunday night, *Riley* and AMI parted company. Subsequently, Procter & Gamble began to pay Riley's rent.

Direct Appeal Tried

The AMI's next approach to radio was an appeal direct to housewives. By sponsoring the Fred Waring show ($1,000,000 annually) twice weekly, AMI broke ground in some highly restricted territory; the land of soapsuds prospered and developed to its highest value such advertisers as P&G, Sterling Products, General Mills, and others.

It proved not only that music, as interpreted by Waring, could break down accepted and heretofore sacred tenets that the daytime was story-telling time to the American housewife, but that she was fully capable of picturing in her mind's eye, the luscious color and delightful aroma of a prime rib roast, without assistance from a four-color picture of same. It also gave the meat industry a really flexible medium, enabling it, overnight, to recognize shifting conditions in meat supply and prices, as compared with the 90 day closing dates for magazines.

Minnesota Valley Canning Co., impressed by the success of the Waring program, also signed to sponsor the Friday period to feature its Green Giant brand peas and Niblets brand corn, heretofore advertised almost exclusively in the magazines.

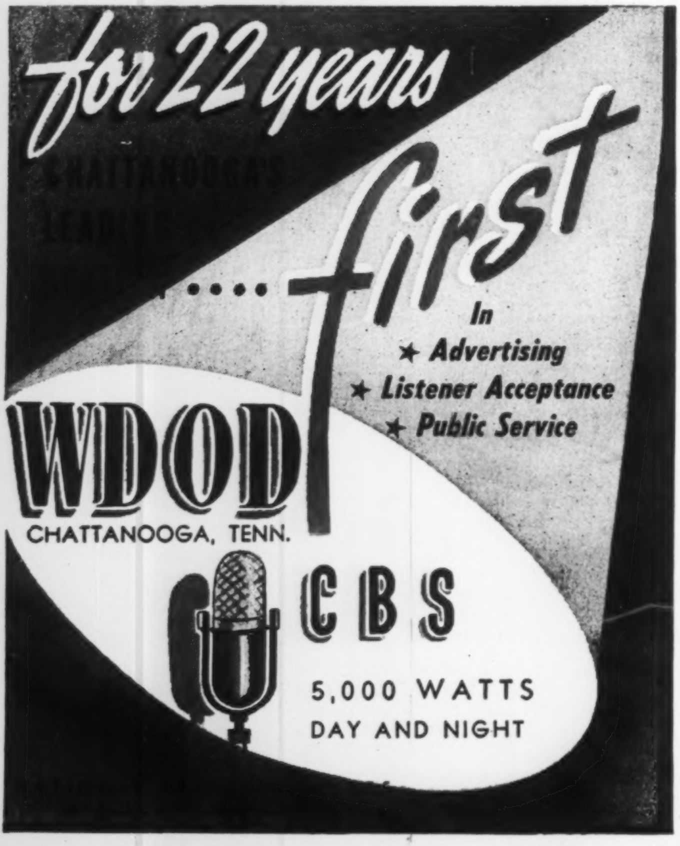
Burnett's dogged confidence in Fred Waring and his type of music as part of the morning radio fare is given credit in the industry for keeping on the air a show which has consistently led the polls of editors and listeners as one of radio's best daytime programs.

The Brown Shoe Co., St. Louis, has its case history to add to the file of Burnett clients willing to explore in unknown radio territory. A company whose "Buster Brown" trade-mark is familiar to thousands of American youngsters, the Brown Shoe Co. had as its number one problem the fact that most children's shoes were bought by Mama on recommendation of the shoe salesman instead of the child. Seeking for a remedy, the Burnett agency listened to and liked the singing personality of a radio star who had achieved a considerable reputation among oldsters for the rendition of hymns and folk songs. But, whether "Smilin' Ed McConnell" would appeal to the shoe-wearing moppet was another and highly debatable question.

Bill Weddell, who had known "Smilin' Ed" at NBC, and who, on his appointment as radio director of the Burnett agency, had drummed for the AMI's sponsorship of the Waring program, considers Mr. McConnell one of radio's greatest salesmen. Starting out in 1944 on a test for 13 weeks over 10 NBC Pacific Coast stations, *Smilin' Ed and His Buster Brown Gang* quickly brought a Hamlin horde of howling youngsters into the stores of Buster Brown dealers.

Radio Ups Sales

Radio is credited with selling four times as much Buster Brown merchandise as magazines, and the firm's projected five year sales goal, started at the beginning of its sponsorship of "Smilin' Ed," was passed two years later. It is now 100% ahead of its earlier expansion program. Radio now gets nearly 50% of the Brown Shoe Co. budget. And, to add further proof of radio's responsiveness, the Burnett agency cites that after



for 22 years
CHATTANOOGA'S LEADING
.... first In
★ Advertising
★ Listener Acceptance
★ Public Service
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS
DAY AND NIGHT

1 - 2 - 4
WIRL
Peoria, Ill.

two mentions on the "Smilin' Ed" program 260,000 pieces of mail were received by a nine year old paralytic on her birthday. The little girl got dozens of dolls, handkerchiefs, toys, an offer of a vacation on a Wyoming ranch, and other gifts by the hundreds. Out of many of the letters came good U. S. currency in various denominations. The St. Louis postoffice thought Christmas had arrived unusually early.

If any one characteristic marks an agency for success, with the Burnett agency it is in the field of "creative planning." Not only in radio, but in space as well, the imprint of Leo Burnett's own creative genius is strongly stamped.

Mr. Burnett, who appears at 9 a.m. daily at his office, attired in conservative blue suit, Homburg hat, and brief-case, is often mistaken for an insurance salesman, or some professional type far removed from the Huckster-influence of advertising.

But, his particular talent is and always has been in the art of copy. There is nothing so sacred, so impervious to Burnett as truth itself and all the Burnett ads reflect this insistance on fact behind the ad-writers' familiar love of adverbosity. A caller to the Burnett office will most likely see its president in conference with one or more writers, artists, and account executives, and he gives frequently as much time and care to the creation of a small mail-order piece of copy. His special interest lies in trade copy where he thinks a client must stand or fall in the critical light of competition.

Campaign Contributions

His interests, other than creative copy writing, are many and varied. As an original member of the Advertising Council, he contributed many outstanding examples of public service campaigns, of which his "They Are Taking Away the Sandbags" (inspired by the temporary civilian letdown about a year before V-E Day) he and his agency are justifiably proud. His latest effort in the field of public service is the preparation of 'Good Citizen," a briskly written 72-page manual of citizenship which will be distributed widely during the coming year as a follow-up on the "Freedom Train."

A solid, home-loving man, he is never found at familiar watering holes of the advertising clan, preferring to retire to the peace and quiet of his 110-acre farm where he raises the apples which every space-rep finds in a bowl in the Burnett foyer.

Today, with 160 employes, and some of advertising's best accounts, the Burnett agency is gearing itself to helping its clients through the tough, competitive selling era ahead.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Former Secretary of State Byrnes (second from l) with Wilton E. Hall, former U. S. Senator, Mrs. Hall (far l) and Mrs. Byrnes.

* * *

AVOID THE EMOTIONAL APPEAL, BYRNES URGES

INSIST that men in public office, as well as radio and the press, strive for accuracy and appeal to reason instead of the emotions in speaking of or dealing with events affecting our foreign relations, James F. Byrnes, former Secretary of State, urged more than 500 South Carolina industrialists and civic leaders who attended a dinner meeting in Anderson, S. C., recently.

Arrangements for Mr. Byrnes' appearance were made by Wilton E. Hall, owner of Anderson's WAIM and FM station WCAC, publisher of the *Anderson Independent* and *The Daily Mail* and former U. S. Senator.

Referring to his book, *Speaking Frankly*, former Secretary Byrnes, a minority stockholder in WORD Spartanburg, S. C., said that he disagreed with the head of a national news agency who felt that information such as the book contains should not be made public for at least ten years after the Secretary had left public office. Mr. Byrnes said it was his belief that "it would serve no good purpose for me to suppress the facts for ten years and let the people know the truth only when it is too late for them to do anything about it."

"While I have contributed to the policy of publicity in foreign affairs," Mr. Byrnes continued, "I realize my responsibility." Emphasizing again the need for greater emphasis on accuracy and less emotional appeal, Mr. Byrnes said he felt that his book would be helpful "to those officials of governments throughout the world who are charged with negotiating the peace . . . and I knew it would be helpful to the people of all countries . . . to know what had been done in the effort to make peace."

SPEECHES of Trygve Lie, Herbert H. Lehman and Jan Mazaryk from American Nobel Anniversary Dinner, Dec. 10 at New York's Hotel Astor [BROADCASTING, Nov. 24], will be broadcast 9-9:30 p.m. by WMCA New York. Following morning WCBS New York will use wire-recorded excerpts of some of the talks on its "This Is New York" program.

Milton Cross an Author

ABC ANNOUNCES that *Milton Cross' Complete Stories of the Great Operas* has been published by Doubleday & Co., New York. The volume was compiled and edited by the network's veteran announcer-commentator ($3.75).

Upcoming

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Petersburg.

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.

Dec. 12-14: Assn. of Women Broadcasters, First District 9, regional conference, Hotel Sherman, Chicago.

Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

NCCJ RADIO MEETING IS HELD IN RALEIGH

NORTH CAROLINA chapter of the National Conference of Christians and Jews last week (Nov. 24-26) held a three-day religious radio institute in Raleigh to acquaint clergy and religious workers with methods of providing religious programs to the largest possible audience.

Clifford J. Durr, FCC Commissioner, was to have made the principal address on "Broadcasting in the Public Interest," but due to a tie-up in plane transportation, was unable to attend.

Forum speakers included: E. C. Parker, director of Joint Religious Radio Committee, New York; Harold Essex, WSJS Winston-Salem, and president of N. C. Broadcasting Assn.; Elinor Inman, head of religious broadcasts, CBS; Larry Walker, program director of WBT Charlotte; Richard Mason, general manager, WPTF Raleigh; Ed Kirk, WPTF news director, and Phil Ellis, WPTF announcer.

OLD KQV ADVERTISERS
KQV

STILL GOING PLACES!

When you lay the yardstick on any station's effectiveness, don't forget to measure old and faithful clients. KQV has been carrying spots for a Pittsburgh furniture outlet for 17 years. The company uses radio exclusively and almost all of its air dollars have been invested in the tremendous value you get in KQV's highly *buy-minded* audience and far-famed aggressiveness. KQV keeps going places, and so do its advertisers!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

BIG
CLUB

It's the 950 club.
A daytime program and popular,
it consistently rates second or third in Hooperatings among all Philadelphia stations.
It's typical of WPEN's service to Philadelphians—and to advertisers.
If you're interested in selling *more* to more Philadelphians at low cost,
first get in touch with

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit
Atlanta • San Francisco
Los Angeles

THE EVENING BULLETIN STATION

KFMB
sells
SAN
DIEGO

San Diego again leads all U. S. cities in per capita retail sales. This year folks within 15 miles of our antenna are expected to spend almost $425,000,000. Solid peace-time industry keeps this figure UP. Sell San Diego through KFMB, the ABC station with the "inside" track.

KFM*B
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Chicago's Strike-Bound Papers Take 'Full Advantage' of Radio

RADIO NEWS EDITIONS of Chicago's strike-bound newspapers were on the air within 24 hours of last week's walkout by composing room employes affiliated with Local 16 of the Chicago Typographical Union (AFL).

Publishers of the *Tribune*, *Sun*, *Times*, *News*, *Herald-American*, and *Journal of Commerce* by mutual agreement ordered broadcasts over WGN, WJJD, WIND, WENR, and WBBM shortly after the strike began at 9 p.m. (CST) Nov. 24.

Besides ordering their news staffs to take "full advantage" of radio facilities, the publishers took steps to put out daily editions of varitype (photo-engravings of typewritten copy).

By Monday noon Chicago radio stations had, almost without exception, made drastic revisions in their program schedules to give audiences the latest local and national news in addition to regularly scheduled newscasts. WIND, owned and operated by the *Daily News*, immediately obtained six additional news writers and added news programs on the half-hour until midnight while maintaining its "News on the Hour" schedule.

Howard Miller, WIND program director, said that bulletins and spot news would be included in many recorded and public service programs, with special time periods being given to financial, livestock, grain and poultry market reports. WIND carries one of the heaviest news and sports schedules of any Chicago station.

Moves Sustainers

WGN, the *Tribune* station, moved several local sustaining programs to make room for news from the *Tribune* news department and in addition will make its facilities available to other newspapers on a pool basis, according to Frank Schreiber, general manager.

WMAQ, NBC-owned and operated station, also intensified its coverage of Chicago news for local and network originated programs, but because of commitments to advertisers indicated it would not attempt to make such programs available for sponsorship by regular newspaper advertisers. Bill Ray, NBC Central Division news chief, said WMAQ was the only Chicago station to employ a staff of reporters in addition to news writers.

WBBM, CBS-owned and operated station, notified newspaper publishers it would increase its news with approximately 25 additional newscasts which would be inserted in participating, sustaining and public service programs.

WJJD, owned by the *Sun-Times* (Marshall Field's morning and evening papers) also juggled its schedule to make room for additional newscasts originating direct from *Sun-Times* newsrooms, with Ulmer Turner, *Sun* radio editor, as commentator.

WBBM's sales staff reported virtually all local programs available for sponsorship had been bought up by leading department stores and motion picture chains. Such advertisers as Wieboldt's, The Fair, Marshall Field's, Goldblatt's and Carson, Pirie, Scott, while steady users of local radio, have given major portions of their advertising budgets to newspaper display.

The strike was ordered by the typographers' union following a breakdown of negotiations with publishers over increased wages and new working conditions. The publishers agreed to a blanket 15% wage increase but refused to accept what they termed "an attempt to mandate a wage scale without a contract."

By refusing to sign a contract the union was in violation of the Taft-Hartley law, counsel for the publishers charged.

The publishers called upon the union, through its president, John J. Pilch, to stipulate its wage and working conditions demands in a lawful contract of "reasonable duration." Failure to do this, the newspapers charged, would place the publishers in an arbitrary position with respect to the Taft-Hartley law and endanger the employment of hundreds of news and advertising employes not affiliated with the union.

Decision to initiate an emergency news policy was made late Tuesday, Nov. 25, by the three newspaper-owned radio stations in strike-bound Chicago. The three stations, WJJD *(Sun-Times)*, WGN *(The Chicago Tribune)* and WIND *(The Daily News)* will present 29 daily news programs on their respective stations which will now be sponsored by the six Chicago newspapers, including the *Herald-American* and the *Chicago Journal of Commerce* on a pool basis.

Policy change was effected in order to permit the papers, now virtually paralyzed by a strike of the typographers union, to serve the public with late news releases.

"Greatest difficulty in providing late news," the *Tribune* explained, "is in processing it. With this in mind, WGN and other radio stations are preparing to supplement the printed papers. The radio stations will have access to all news material gathered by our own reporters as well as by AP and other wire services."

WFBR Baltimore, Md., has appointed Frank L. Blumberg Adv., that city, to handle its advertising.

Many thanks to:

AGENCIES and ADVERTISERS
who already have discovered that the most economical way to blanket North Carolina is on the

NORTH CAROLINA STATE NETWORK
(1 kw Daytimer)

WGTL—Kannapolis
870 kc (Charlotte)
WADE—Wadesboro
1210 kc
WTNC—Thomasville
790 kc
WEWO—Laurinburg
1080 kc
WBBO—Forest City
780 kc
WWGP—Sanford
1050 kc
WKBC—North Wilkesboro
810 kc
WGWR—Asheboro
1260 kc
WFNS—Burlington
1150 kc

E. C. QUALLS, *Pres.*
H. A. SEVILLE, *Gen. Mgr.*

represented by:
THE FRIEDENBERG AGENCY, Inc.
NEW YORK CHICAGO CHARLOTTE

THIS IS THE JURY for the Cosmopolitan Male-Tested Fashion Show. Verdict: The skirts on suits are definitely too long; the Stetson "Convertible" hat is "terrific." Judges, top personalities in radio, are (l to r): Peter Donald, gagmaster on *Can You Top This?*; Arthur Hale of *Confidentially Yours;* Peter Roberts, NBC newscaster; Ted Malone, ABC poetry commentator; Dick Kollmar of *Boston Blackie* and *Dorothy and Dick* shows.

Boy Scouts' Recordings Released for Broadcasts

A SET of 13 quarter-hour transcriptions has been released by the Boy Scouts of America for use on a sustaining basis by radio stations in cooperation with local scout councils. Provision for one-minute local "tie-in" announcements has been made so that councils may feature their own activities.

Talent for the recordings consisted of Emil Velazco, organist, and Vic Rubei of CBS on sound effects. Production was directed by Stephen J. Manookian, formerly publicity and special events chief at WORL Boston.

The series covers all phases of scouting activity. The first record features the unknown British boy scout's "good turn" to an American businessman in London, which resulted in the establishment of the Boy Scouts of America. Others dramatize actual cases of scout heroism and various scouting projects.

Carr Identification

TOM CARR, secretary-treasurer and sales director of the new Georgia Assn. of Local Stations, is not general manager of WGAA Cedartown and WLBB Carrollton as reported last week [BROADCASTING, Nov. 24]. He formerly served in those capacities, however.

ADMIRAL Corp., Chicago, through its president, Ross D. Siragusa, has announced 25c dividend, payable to stockholders of record at close of business Nov. 28. Dividend, payable on Dec. 15, brings total dividend paid for year to 37½.

"LEAHY OF NOTRE DAME" GOES 52 WEEKS

Radio's hottest sports program, with Frank Leahy, Athletic Director of Notre Dame, and Harry Wismer, radio's top sportscaster, will cover ALL SPORTS—basketball, baseball, hockey, track, etc.

BIG NAME GUESTS • STORIES • NEWS

Write, Wire, or Call for Price and Exclusivity for Your Market!!

GREEN ASSOCIATES
RADIO AND TELEVISION PRODUCTIONS
360 North Michigan Avenue • Telephone Central 5593 • Chicago 1, Illinois

Broadcast Costs Up 9%, NAB Reports

Survey Covers 85 Out of 100 Stations Contacted

OPERATING expenses of NAB member stations for 1947 are up 9% against increased time sales of 8%, according to a spot survey conducted by Kenneth H. Baker, NAB Director of Research [CLOSED CIRCUIT, Nov. 10].

The survey covers 85 stations of 100 contacted by NAB. The sample is projectable to the entire NAB membership of over 1,200 stations. Income and expense averages are based on the first nine months of 1947. The study was conducted prior to the NAB board's Nov. 13-15 meeting at which a new dues schedule was adopted. A larger study will be conducted at the year-end to provide actual income figures covering the entire industry, including new stations.

Dr. Baker said that if the increase in gross were projected to the entire industry, "it would seem that the 1947 non-network gross revenue would be about $275,000,000 compared to the $241,000,000 reported by the FCC for 1946."

In the large station class NAB found that gross revenue changes in 1947 range from 8% decrease to 35% increase, with an average 7% increase.

Medium stations—14% decrease to 47% increase, with 6% average increase.

Small stations—12% decrease to 43% increase, with 10% average increase.

All types—8% decrease to 47% increase, with 8% average increase.

More Increases

More revenue increases than decreases were reported, with increases larger than decreases. Causes of changes included normal advertising revenue increases, intensified sales activities, power increases or frequency changes, network affiliations, shifts in management and changes in sales policies.

Breakdown of operating cost changes follows:

Large stations—7% decrease to 51% increase, with 8% average increase.

Medium stations—3% decrease to 66% increase, with 11% average increase.

Small stations—5% decrease to 33% increase, with 5% average increase.

All types—3% decrease to 66% increase, with 9% average increase.

Dr. Baker said small stations appear least affected by increased operating costs, though enjoying the highest average increase. Reasons cited for higher operating costs range from the fact that the sample included nonprofit FM stations to the higher wages.

"Since the 1947 figure applies to more than 1,400 stations, while in 1946 there were only 953, Dr. Baker said, "these estimates indicate that the trend toward lower profits . . . may be continued into 1947."

KLZ
Sells
THE
DENVER
MARKET
560 Kc.
CBS Network
Ask the Katz Agency

The Swing is to WHB in Kansas City

WHB
Kansas City
• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

'News' Hits Denny Participation

(*Continued from page 13*)

Comr. Clifford J. Durr on grounds that he considered American Jewish Congress charges against the *News* which already had been stricken from the record by other members of the Commission.

Vice Chairman Paul A. Walker was the fourth member voting against the *News*. The petition contended that neither he nor Comr. Durr had read all the testimony and exhibits in the voluminous case, "or even all the testimony and exhibits (other than the evidence which was stricken) applicable to petitioner and to the five successful applicants." Instead, pressed by a heavy workload, they "relied on summaries or reports prepared for them by members of the Commission's staff," the petition declared.

The case involved 17 applicants for five channels. Winners in the proposed decision were the *News*, WMCA New York, ABC, Unity Broadcasting Corp., and WPAT Paterson, N. J. In the final decision grants went to the same group except that the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church was substituted for the *News*. The majority declared in the latter decision (in eliminating both the *News* and WLIB New York, which is owned by the *New York Post*):

> **We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal, the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.**

Comrs. E. K. Jett and Rosel H. Hyde dissented. Comr. Robert F. Jones did not participate. Mr. Jett took the position that the *News* made a superior showing and that a grant would promote competition between FM stations since the *New York Times* (WQXR) is now the only New York newspaper with an FM outlet. Mr. Hyde said it was "unrealistic" to argue that grants to other applicants would better promote competition between media than a grant to the *News* or WLIB.

'Gross Usurpation'

The *News* contended that the majority's announced policy violates the Communications Act and "is also a gross usurpation of authority not delegated to [FCC] and constitutes an attempt to extend its regulatory functions to a business, i.e., the business of publishing newspapers, over which it has no jurisdiction." The petition continued:

"All newspaper licensees are placed in jeopardy by the Commission's ruling, particularly as against applicants for their facilities, in view of the interpretation which may eventually be given by the Commission and the reviewing courts" with respect to the Act's provision that renewals shall be governed by the same considerations affecting original grants.

It was pointed out that 320 of 1,064 authorized AM stations on Jan. 1, 1947, were licensed to newspapers; that 204 of 540 FM grants outstanding on Oct. 1, 1946, had gone to newspapers, and that 22 of the present 70 outstanding television authorizations are held by newspapers.

The petition made a lengthy survey of past FCC decisions with reference to newspaper applicants, concluding:

> **From the foregoing it is impossible to extract any general, uniform or consistent policy, principle, or standard from the Commission's decisions involving newspaper applicants, or to determine what factors are considered sufficient or insufficient to outweigh newspaper ownership, or to escape the conclusion that, more often than not, newspaper ownership has served as a mere makeweight to justify decisions reached on other grounds or for other reasons.**
>
> **To maintain and apply such a Procrustean policy is in itself a denial of due process of law in violation of the Fifth Amendment to the Constitution, and to open the door wide to decisions actually based on grounds or reasons not appearing in the record or decisions (e.g., a decision in which all members of the Commission belonging to one political party vote in opposition to a newspaper applicant which has opposed the administration in power belonging to that party).**

A press release announcing the filing of the petition pointed out that Messrs. Denny, Durr and Walker are Democrats; Messrs. Hyde and Jones and former Comr. Ray C. Wakefield (who voted on the proposed decision, favoring the *News* are Republicans, and that Messrs. Jett and Webster are Independents.

Argue on Policy

The *News*' petition argued that FCC's announced policy violates the First Amendment forbidding abridgement of freedom of speech or press; discriminates against newspaper publishers, and subjects them to "disqualifications, restrictions, handicaps, and penalties to which persons engaged in other bussinesses are not subject. . ."

Further, the petition asserted, the question of newspaper ownership was not an issue in the case, and actually, in the proposed decision, was excluded "by necessary implication."

It was pointed out that Mr. Denny voted for other newspaper applicants in both the proposed and final decisions and that Messrs. Walker and Webster, though they did not participate in the proposed decision, voted for a newspaper in the final. The fourth member voting against the *News*, Mr. Durr, "went to the trouble of detailing his reasons . . . in the proposed decision and failed to mention the newspaper ownership factor," the petition asserted.

CLAIM BASIS
Contends Sec. 4 (b) Precluded Denny Participation

IN SUPPORT of its charge that Charles R. Denny improperly participated in the New York FM case after accepting a vice presidency and the general counselship of NBC (see story this page), the New York *Daily News* cited provisions of Sec. 4(b) of the Communications Act as follows:

"No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment."

The *News* denied that "all other factors are equal" with respect to the qualifications of the various applicants. It charged that the decision itself makes no finding to that effect and that, even if such a finding had been made, Messrs. Denny and Webster "could not in good conscience have voted therefor" since they had read only the oral argument and the exceptions.

The petition called attention to "the close resemblance in phraseology between the proposed decision and the final decision except for the re-shuffling of the names of applicants favored and rejected," and also declared: "The lack of any significant variations in the phraseology in the findings of fact between the proposed and the final decisions, which in any way justify changing to the conclusions about newspaper ownership, further demonstrates the arbitrary and capricious character of the decision."

A *News* appeal to the courts is regarded as virtually certain, if necessary. The paper could apply for one of the four "reserved" channels which are now available to applicants in the New York area but under normal procedure would first have to abandon its present application. The probability that the demand for reserved channels will exceed the supply, again necessitating a hearing, led observers to the belief that the *News* would attempt to upset FCC's present decision in court, if necessary, rather than start over with a new application.

YOU SMACK ALL THREE WITH KFDM

Clear as a whistle on a crisp, cold morn, KFDM puts its signal over this wealthy THREE KEY CITY market of Beaumont, Port Arthur, and Orange. Audience? KFDM has it — at all hours. It's your turn to smack 'em with — KFDM!

BEAUMONT
TEXAS
KFDM
560 KC.
1000 WATTS
ORANGE
TEXAS
BEAUMONT
PORT ARTHUR

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

REPRESENTED BY

FREE & PETERS, INC.

RESULTS OF N. Y. AFRA ELECTIONS ANNOUNCED

RESULTS of Nov. 20 election for members of the New York local board of the American Federation of Radio Artists were announced last week by George Heller, the union's executive secretary. Although the voting crossed "party" lines within AFRA, the independents had somewhat the better of it over the artists committee.

The following 23 AFRA members were elected to the board for a one-year term:

Actors and actresses—Karl Swanson, Carl Eastman, Arnold Moss, Virginia Payne, Ted Osborn, Clayton Collyer, Lucile Wall, Anne Seymour, William P. Adams; announcers—Ben Grauer, Nelson Case, Dan Seymour, George A. Putnam, Richard A. Stark; singers—Nancy Douglass, Genevieve Rowe, Julie Conway, John Neher, Edwin Lindstrom, Eugene Loewenthal, Ray Charles; independent station staff announcer—Joe O'Brien; sound effects man—Robert J. Prescott.

Meanwhile, Mr. Heller confirmed a report that AFRA will ask the networks, when contract negotiations reopen, for a cost-of-living increase commensurate with the cost-of-living index as shown in the U. S. Department of Labor report to be issued Jan. 1. Under the current AFRA agreement with the networks wage negotiations may be reopened if the cost of living has risen at least 10% during the past year.

Mr. Heller disclosed that the Associated Actors & Artists of America Television Committee, of which he is chairman, will meet "within two or three weeks" with the video companies for contract parleys. The AAAA is the parent organization of AFRA and other talent unions. Officials of a 4-A subcommittee on wages, hours, and working conditions denied emphatically that video wage scales already have been set, as reported elsewhere last week.

SHIRER THANKS MBS FOR SPEECH FREEDOM

WILLIAM L. SHIRER, who yesterday (Nov. 30) began a series of Sunday broadcasts on MBS for the makers of Wings shirts, issued a preliminary statement thanking Mutual for the "opportunity to return to the air on Sunday afternoons—and for the assurance of genuine freedom of speech over this great network. . . ."

Mr. Shirer continued: "There has been, I think, a lot of misunderstanding about this matter of a commentator's right to express his honest opinions on the air . . . I shall not try to make up your minds for you.

"But I shall not be dishonest with you by hiding my own opinions which I recognize are—like everybody's — only human and therefore often wrong. . . ."

Mr. Shirer left CBS early last spring after a disagreement with the network over what constitutes a commentator's role.

WGAR Cleveland has obtained exclusive rights to broadcast first Great Lakes Bowl football game Dec. 6, sponsored by Texaco Co.

THE FACT SHEET which he recommended at the U. of Washington's second annual conference on publicity methods earlier this month is explained by George Dean (l), manager of public affairs and community activities, KOMO Seattle, to the other members of the "Publicity Through Radio" panel. Seated, l to r: Martin Deane Wickett, program director, KING Seattle and Grant Merrill, Hiddleston, Evans & Merrill Adv. agency. Interested observer standing at right is Edward H. Adams, executive officer and program director of the U.'s Dept. of Radio Education and chairman of the meeting.

Stations Urged by BMI To Renew Contracts Now

BROADCAST Music Inc., with an eye on ASCAP, has sent out form letters to nearly 2,000 stations, urging immediate renewal of performing license contracts with BMI—which expire March 11, 1950.

The letter, sent out by BMI with renewal forms, pointed out that since ASCAP's agreements with its members are in force until 1965, and with broadcasters, through renewal clauses, until 1959, BMI ". . . is at a competitive disadvantage in negotiating new and important contracts if we can point, as at present, only to a 28-month term with our licensees." The letter was signed by Carl Haverlin, BMI president.

Charlie McCarthy Tops Pulse Evening Ratings

TOP RATING in the bi-monthly Pulse ratings made public last week was *Charlie McCarthy's* 18.2, Sept. 7-Oct. 5. Show is on NBC, 8-8:30 p.m. *Lux Radio Theatre* was a close second with 18.1, Sept. 8-Oct. 6. It is on CBS, 9-10 p.m.

Mr. District Attorney had a Pulse rating of 16.5, Sept. 3-Oct. 1. Show is on NBC 9:30-10 p.m. Among morning shows, ABC's *Breakfast Club*, 9-10 a.m., had a rating of 6.8 for Sept. 2-8 and Oct. 1-7. Arthur Godfrey, 11-11:30 a m. on CBS, had a Pulse rating of 6.1 for the same periods.

WEEKLY television program for children, "Playtime" on WNBW Washington, NBC video station, Nov. 26 joined the NBC television network. Program is now telecast Wed. 5-6 p.m. on all stations of NBC's video network.

CROSLEY DIV., Avco Mfg. Corp., Radio Section, Cincinnati, has announced four new table model radios with AC-DC chassis.

PUBLICITY and promotion department of Kenyon & Eckhardt, New York, sent 100 double-faced 12 inch recordings to radio editors with Win Elliot and the Mark Warnow orchestra and chorus plugging the "County Fair" and the "Borden Show" on CBS. Follow-ups to the recordings were individual jars of Borden's Instant Coffee.

Three Mass. FM Stations Stage Joint Dedication

JOINT DEDICATION of three new FM stations using an identical transmitter site for coverage of substantially the same area is scheduled for today (Monday) at Springfield, Mass. The stations are WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee, all Class B operations and all with AM affiliations. All six stations were scheduled to carry the elaborate dedicatory program.

The FM stations occupy the same transmitter house atop Mount Tom, vantage point of the western Massachusetts area. WACE-FM and WHYN-FM utilize the same dipole antenna, while WMAS-FM has a separate rig.

Recorders to Take Air

XEAZ TIJUANA, Mexico, will take to the air Dec. 20 with 5 kw on 1270 kc, E. R. Rood, general manager, announces. All programs will be transcribed in the Gold Tone Recording Studios, San Diego, Calif., a subsidiary of the Gold Tone Broadcasting Corp., which operates the station. Mr. Rood claims the recording studios are the only ones along the Pacific Coast affiliated with a broadcasting station. Sanches Ayala is president of the station; Mr. Rood, vice president; C. C. McDonald, Los Angeles district manager, and Elmer Johnson, secretary-treasurer.

what wise Time-Buyers see in WHBC's new coverage

THE
BEST BALANCED
MARKET IN THE
UNITED STATES

318,440 Radio Families

50,540 Farms

1,791 Manufacturing Firms

21,019 Retail Stores

5000 WATTS
DAY AND NIGHT
ABC

whbc

REPRESENTED by Rambeau

CANTON, OHIO
The Best Balanced Market in the United States

James Houlahan Named President of Wm. Esty Co.

WILLIAM ESTY, president of William Esty Co., New York, has been elected chairman of the board of the agency, while James J. Houlahan, executive vice-president has been named president.

Three members of the staff were also appointed vice presidents: T. C. Butcher, account executive, Charles F. Junod, account executive and William L. Young, director of merchandising.

Mr. Houlahan

Mr. Esty

Carter Goes Hill-Billy

FOR THE FIRST TIME Carter Products Inc., New York, will start sponsorship of Hill-Billy quarter-hour early morning transcribed programs effective today (Monday). Programs will be sponsored in 11 markets in the South Atlantic and Midwest areas. Contracts were placed for 17 weeks through Ted Bates Inc., New York.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

In the Public Interest

WCSI School Gift

SCHOOLS in Southern Indiana in need of phonograph records for school programs are being furnished records without charge by WCSI (FM) Columbus. Records have been presented to many of the schools for use during lunch hours and for request programs for children. In making this move, WCSI reports that it hopes to help bring entertainment to the younger school set and at the same time to help promote better relations among the schools of the area.

* * *

WWDC Christmas Party

SECOND ANNUAL "Good Neighbor" Christmas Party will be held this year by WWDC Washington for the 450 persons at the Blue Plains Home for aged and infirm. Party will be held at the home Christmas Eve, and gift collecting will be started by the station on Thanksgiving Day. As it did last year, WWDC will erect a "Good Neighbor" booth at Connecticut Ave. and K St. for the collection of gifts for the party. Alic Lane, WWDC women's program director, is in charge of the project. In order that citizens in surrounding areas of Washington may participate in the collection, the station has arranged with the Police Dept. to have police precincts designated as gift collection depots, in addition to the station's booth.

* * *

KXOK Service

MESSAGES from service men stationed in Japan and Korea have been delivered to their families in St. Louis area through the services of KXOK St. Louis. The men were interviewed by Ray Falk, a special correspondent of the St. Louis *Star-Times*, on a tour of the armed forces in the Far East. Originally the interviews were wire recorded, but on the way to the U.S. the wire recording fell off a barge into a Korean bay. Recovered from the water, the wire was salvaged and the interviews were transferred to a disc. Reproduction on the disc was not of broadcast quality, so KXOK invited the families of the servicemen to the studios for a private hearing of the interviews.

* * *

Aid for Shut-Ins

ANNUAL CHRISTMAS campaign for veterans confined in 63 New York hospitals was launched Nov. 24 by Phil Cook, staff member of WCBS New York. Mr. Cook calls his drive the "Send A Book To Cook" campaign. Listeners are urged to send in books which will be distributed to the hospital patients.

* * *

WHOW Benefit Show

BENEFIT SHOW has been staged by WHOW Clinton, Ill., to collect a Christmas fund for a three-year-old local child who is suffering from lukemia, an incurable disease. Doctors report that the child has only a short time to live, and the citizens of Clinton and surrounding areas want to make this Christmas a big event for her. The entire program staff of WHOW, in addition to many Central Illinois entertainers, contributed their talents to the benefit show, which was held in the local high school gymnasium. All gate receipts from the show were presented to the child's family to be used in purchasing Christmas gifts.

* * *

WOR 'Operation Happiness'

ALL-OUT DRIVE to raise funds for the annual children's Christmas party held by WOR New York, for children in the free wards of New York City Hospitals, has been launched by the station and will continue through Dec. 15. Known as "Operation Happiness," the fund drive has been expanded this year to include 17 city hospitals. Gifts for the youngsters will be Christmas wrapped and tagged according to age, sex and size by a volunteer group of WOR staff members. In preparation for Santa's visit to the hospitals, round-the-clock appeals for funds are being made on WOR programs.

* * *

WTCB Fund Drive

CONTEST to focus listeners' attention on the Community Chest Fund Drive was conducted for one week on WTCB Flint, Mich. Contest was featured on two daily commercial programs and one daily sustainer. Listeners were asked to submit a fourth line for a Community Chest jingle. A radio was awarded to the winner, and another radio was presented to a Community Chest agency named by the winner to receive the gift.

* * *

WMAZ Business Series

TO CREATE a better public understanding of what industry means to the people of the community, WMAZ Macon, Ga., with the cooperation of the local Chamber of Commerce, is presenting a half-hour weekly program titled *That's My Business*. The purpose of the series is to educate the public on such subjects as how raw material costs, wages, etc., infiltrate into everyone's pockets and to explain the meaning and effect of such terms as "free enterprise," "profit system," "dividends," and similar terms. The series strives to use the "preventative" rather than the "curative tactics in gaining public favor for industry. WMAZ reports that other Chamber of Commerce organizations have shown an interest in the series and have requested transcriptions for study.

* * *

WIP Hunger Fighters

WIP Philadelphia jumped aboard the "Train of Friendship" a few weeks ago, inaugurating the "WIP Hunger Fighters" to collect food for Europe through the setting up of 4,000 food deposit points. Announcement of the WIP campaign was made by Benedict Gimbel Jr., president of WIP and a director of

TBA Clinic to Feature New York-Boston Relay

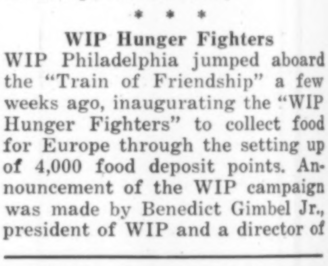
SEVERAL HUNDRED representatives of organizations affiliated with the Television Broadcasters Assn. Inc., are expected to attend the television clinic to be held by the TBA at the Waldorf-Astoria Hotel, New York, Dec. 10.

Highlights of the clinic will include a demonstration of the Bell System's new experimental Microwave Relay System between New York and Boston, presentation of the annual TBA awards for outstanding contributions to the development of television as an art, election of TBA officers and directors.

Another Blue Book!

NEW Blue Book was unveiled when Westinghouse Electric Corp. showed its FM promotion package at a cocktail party held Tuesday at the Carlton Hotel, Washington. As J. H. Stickle, Home Set Division sales promotion manager, explained each item in the FM package, he displayed a blue booklet titled "What the FCC Says About FM Programming." "Let me see that Blue Book," FCC Commissioner E. K. Jett said as the crowd howled. Looking it over, he asked, "Is there a lemon book, too?"

NOW 5000 WATTS



KTFI

TWIN FALLS • IDAHO

WEED & CO., *Representatives*

GROUP REPRESENTING sponsor, network, agency and program discuss future plans after arrangement had been made for Farnsworth Television & Radio Corp. sponsorship of the ABC *Metropolitan Opera Auditions of the Air* beginning Jan. 4. Executives include (l to r): Jack Warwick, vice president of Warwick & Legler, agency; E. A. Nicholas, Farnsworth president; George A. Sloan, chairman of board of directors, Metropolitan Opera; Mark Woods, ABC president, and member of Metropolitan's board of directors; and Edward Johnson, general manager of the Metropolitan.

MBS, who personally went on the air to ask for the cooperation of listeners. The "Train of Friendship," is collecting good-will gifts of food on a transcontinental journey from Los Angeles to New York.

* * *

Children's Hospital Aid

ANNUAL Saturday night series of benefit broadcasts for the *Pittsburgh Press* campaign for Children's Hospital again is being presented by KDKA Pittsburgh, Nov. 15 through Dec. 20. Top-flight entertainers are presented each Saturday night, starting at 11:15 p.m. and continuing through the early Sunday morning hours as long as pledges for the fund are phoned in. Contributions are tabulated by the Farmers' Deposit National Bank. Talent and services for the broadcasts are donated by Pittsburgh chapters of AGVA, AFRA, AFM and NABET. KDKA department heads, their secretarial staffs and the Central Stenographic Dept. handle the special telephones, an emergency commissary and detail work in connection with the campaign.

* * *

'Lost Sheep'

CASE HISTORIES of juvenile delinquents are being aired in a series of public service programs which started on WRC Washington, Nov. 19. Program Director George Y. Wheeler reports that the series, titled *Lost Sheep*, is to "show how basic institutions such as the family, church, courts, may *contribute* to juvenile delinquency as they are derelict in their responsibilities to youth, thereby turning out potential public enemies." The programs are being pre-tested toward the aim of eventually broadcasting the series over NBC, or making transcriptions of the program available to other stations. Case histories being dramatized are taken from those compiled by Dr. Benjamin Karpman, chief psychoanalyst at St. Elizabeth's Hospital in Washington. WRC plans to call the program to the attention of local agencies concerned with juvenile welfare and invites comment on the series. *Lost Sheep* is being heard Wednesdays at 11:30 p.m.

* * *

WDSU Youth Concerts

CHILDREN of New Orleans are able to hear the Music Appreciation Youth Concert series being conducted by the New Orleans Dept. of Recreation and the New Orleans Symphony, through special arrangements made by WDSU that city. WDSU is cancelling six hours of commercial time in order to carry the concerts at 11 a.m. from November through March. Each of the grades in school from the fifth to the twelfth will attend one of the eight concerts at the Municipal Auditorium. The grades not scheduled to go to the concert will hear it by means of the WDSU broadcasts which are piped into the classrooms. WDSU will carry the first six of the eight concerts.

* * *

WPTF Speeds Search

FOLLOWING report from WPTF Raleigh, N. C., presented in log-book style, emphasizes the speed with which the station joins any public service activity:

10:30 a.m.—WPTF Raleigh asked to broadcast a bulletin by Albany, N. Y. family, searching for father whose daughter had just died. Father was traveling by car to Florida.

11 a.m.—WPTF aired bulletin.

11:17 a.m.—wire sent from Albany advising father had been located and thanking for fine cooperation.

* * *

WTAG Athletic Fund

ATHLETIC funds of 27 high schools in Central New England will be increased as a result of the All-Star High School football game to be sponsored by WTAG Worcester, Mass., Dec. 6. Under auspices of WTAG, the 25 best schoolboy gridders from Central New England will be stacked against a similar squad selected from Worcester high schools. All net proceeds of the game will be divided among the athletic funds of the participating schools, prorated according to the number of boys named to the all-star team. Coaches of the various schools will select the teams, but no coach may vote for his own men. Holy Cross College has donated the use of the Fitton Field, from which WTAG will broadcast the game. Station reports that local newspapers and other organizations are cooperating the promotion of the event.

* * *

WIL Unites Family

USING bulletins from the Police Dept. as program insertions, WIL St. Louis has been instrumental in locating many "missing persons." The latest discovery came when WIL broadcast an inquiry received by the Police Dept. from the Austrian Legation, based on a request from Rudolf Zawadil of Hainfeld, Austria, who was trying to locate his sister. According to a story in the St. Louis *Post-Dispatch*, four minutes after the station aired the query, Mr. Zawadil's sister telephoned the station and identified herself. She had lost track of her brother after she emigrated to this country in 1920.

* * *

GEORGE BLECHTA, service executive of A. C. Nielsen Co., will speak on "Evaluation of the New Nielsen Radio Index" Dec. 17 at the monthly radio luncheon session of the New York chapter of the American Marketing Assn., held at the Hotel Sheraton, New York.

Preacher for A Day

LON CLARK changed his role from radio's *Nick Carter, Master Detective* (MBS, Sundays, 6:30-7:00 p.m.) to that of parson yesterday (Sunday) when he preached the sermon at the Bronxville Lutheran Church, New York.

Executive Says Ford Co. Is Proud of New Series

J. R. DAVIS, vice president and director of sales and advertising for the Ford Motor Co., said in a speech last week before the annual meeting of the dealer committee advertising chairmen in Dearborn, Mich. that "*The Ford Theatre*, so far, is exactly what we wanted it to be."

He emphasized Ford's pride in the new dramatic series by stating that "we built *The Ford Theatre* to be a Ford show and we are looking at it from the long-range point-of-view. Over the long pull we believe it is going to do a big consistent selling job for Ford products."

The Ford Theatre is heard Sundays, 5-6 p.m. on NBC. Kenyon & Eckhardt, New York, is the agency.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Hi-Rating* 6-Day Strip Show-Only $100 Month

TUNE IN
VARIETY FAIR
AS LOW AS $3 Per Program For Small Markets

156 PROGRAMS with UNCLE DAN ELMIRA and the SPOTLIGHTERS

The sparkling musical jamboree that follows the sure-fire, vodvil-pop-variety pattern. 156 programs, (15-min.), already transcribed, open band, (library). Entirely flexible to fit any type sponsor. Already sold over 30 markets. Ratings daytime up to 6* on big network stations.

for FREE DISK

UNIVERSAL Radio Productions
HOLLYWOOD, 6757 Hollywood Blvd.
NEW YORK 730 5th Ave.
CHICAGO 360 N. Mich. Ave.
DETROIT 19184 Kingsville
BOSTON, 6 Beacon Street
ATLANTA, 909 Whitehead Bldg.

Calls for Less Talk, Less Imitation on Air

EDITOR, BROADCASTING:

Lay it to imitation among individual stations and networks, to our natural gift of gab, to our personal infatuation with the sound of our own voice—lay it to whatever cause you will—a shrewd survey of today's radio diet brings to light the fact that there is far, far too much talk on the air! . . .

At the time when some quiet dinner music would provide a pleasant background for an enjoyable meal, there's the clamorous "kids' show" that works the name of the sponsor's product right into the dramatic script. About the time when a good dance band or some music for dreaming would send the weary listener off to bed contented and at peace with the world, exploration of the dial brings forth nothing but news—a rehash of news covered and covered again earlier in the evening. Then, too, there are the public service forums —with good intentions, to be sure, but presenting speakers with parched, untutored voices, scarcely suited to radio . . .

In planning radio fare today, the importance of the "gimmick" is vastly overrated. People are not quite the babes-in-the-wood they were . . . radio's kidding of its own commercial message has served to make the listener even more skeptical of the sponsor's sincerity. The local radio executive should rest his production future in the hands of the new generation—trained to key radio programs to the desires of an entirely new set of listeners, with an entirely different attitude toward what goes into the makeup of good radio entertainment. The sponsor should place his radio budget in the hands of a producer or agency and then go on about his business—resting assured that said producer or agency is sufficiently skilled to turn out a good show without interference based on purely personal likes or dislikes.

And above all, the men and women who build radio shows should resist the urge to imitate. They should restrain themselves from going to the extreme, from creating an idea so novel that it becomes ridiculous. Let's invite ourselves into the millions of American homes with good entertainment instead of forcing our way in through the use of tactics more suitable to the carnival midway or the old-time vaudeville stage!

Billy L. Bennett
Continuity Editor
WKBZ Muskegon, Mich.

Sid Hix Cartoon Tickles Luckman

EDITOR, BROADCASTING:

I was more than pleased to receive the original cartoon which appeared in the Oct. 27 issue of BROADCASTING. I certainly got a great kick out of it. . . .

Charles Luckman
Chairman
Citizens Food Committee
Executive office of the President
Washington 25, D. C.

[Editor's Note: Mr. Luckman has since resigned his CFC chairmanship to resume active direction of Lever Bros. as its president.]

Reception Reports Offered by Club

EDITOR, BROADCASTING:

Many engineers are interested in receiving reports of reception from listeners in various localities which aid materially in establishing general reception contours. It is in this way that the members of the Newark News Radio Club can and will be happy to help.

The Newark News Radio Club on Dec. 8 will celebrate its 20th anniversary, having started with an original membership of 55 local radio enthusiasts. During the period of 20 years the membership has grown to include dial twisters in all states of the U. S., many provinces of Canada, Mexico, Australia, England, and many other countries throughout the world. During this period the club has had more than 2,000 dedicatory programs from stations in the U. S. and in foreign countries, all of them interested in seeing how far and how well their signals were reaching out. Indeed, the outcome of some of these programs in the past were the forerunner of the frequency check schedules conducted by the FCC prior to World War II.

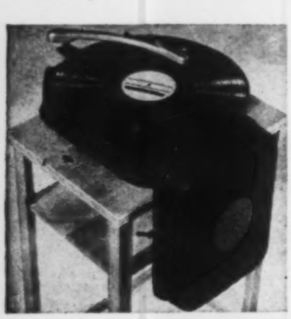
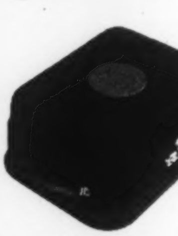
I am the assistant broadcast band editor of the organization, and through my hands pass all tips on stations that have been heard by our membership, and which are published in our twice-monthly official bulletin. Should the engineering staff of any new station desire to know how far the station signals are reaching, they are invited to send to me information as to when the station will commence testing, date and approximate time preferred, and these will be published in our bulletin. In this manner our members will be constantly alert in checking the particular frequency. Likewise, we have information as to when a particular frequency.

Anyone desiring a copy of the club's official publication is invited to send a request either to myself or to the Newark News Radio Club, 215 Market St., Newark 1, N. J.

Carroll H. Weyrich
2800 Alden Road
Parkville 14, Md.

Football Takes Over

THE INTERNATIONAL Broadcasting Division of the State Department said last week that it lent its facilities to the Armed Forces Radio Service to broadcast the Army-Navy football game last Saturday by shortwave to Latin America. The broadcast was in addition to those previously planned for East and West Coast transmitters to Europe and the Pacific area. The State Department also made available two transmitters on the West Coast and the relay station at Honolulu, to strengthen the AFRS broadcast to the Pacific and Far East.

Win Client and Customer Goodwill...this Xmas Give

CALIFONE

New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.

MODEL 6-A
• Low-Cost
$41.25
NET
F.O.B. FACTORY
To Radio Stations, Advertising Agencies and Recording Studios.
LIST PRICE—$54.95

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

Excess Insurance
Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Toni Co. Pleased With Its Scrapbook

EDITOR, BROADCASTING:

Thank you very much for the BROADCASTING Scrapbook which you sent me. It was certainly very nice of you to run this story and we do appreciate this work. Thanks again.

R. N. W. Harris
President
The Toni Co.
St. Paul 1, Minn.

* * *

Long Time Reader, Manager Says

EDITOR, BROADCASTING:

. . . BROADCASTING has been my favorite for years, and even before taking an active part in radio commercially I read the medium cover to cover.

Robert E. Ingstad
Manager
KOVC Valley City, N. D.

* * *

Dillard TV Testimony Correction Offered

EDITOR, BROADCASTING:

Knowing your desire in reporting news to keep it factual, I want to call your attention to a serious error in reporting my testimony in the recent TV Hearing given on page 77 of the November 24 issue. The reporting is erroneous in stating that I testified "That Government has 43% of the frequencies between 15 kc and 216 mc." This has proved embarrassing to me since this is not the testimony which I placed in the record. What I did say was this: that "if we exclude the frequencies which Government has between 15 kc and 216 mc, then *television*, occupying 13 channels would have over 43% of the frequencies available for Civilian use."

The fact that the editorial entitled "U. S.—Ether Hog?", appearing on page 48 of your November 28 issue is apparently based upon my testimony, adds to my embarrassment.

Although a mistake has been made in the reporting of the testimony, I feel that the spirit of the editorial directed at the United States (Ether Hog) more clearly than ever drives home my point when corrected, namely, that Television with its 78 mcs below 216 mcs comprising only 13 channels, is a waster of kilocycles in this band and is really the "Ether Hog."

BOOM CRANE lifts the 1-kw transmitter for WARC Rochester prior to that station's going on the air Nov. 12. The 200-foot towers were assembled on the ground, then raised to a vertical position and placed upon the base insulators which support them. Samuel W. Townsend is president and general manager of the new fulltime ABC affiliate, on 950 kc.

I am writing this letter to correct my testimony so as to get the Record straight as reported in BROADCASTING. Relative to the remaining portions of the article, I think that you did a very fine job of factual reporting.

Everett L. Dillard, President
FM Assn., Washington

(EDITOR'S NOTE: While Mr. Dillard correctly clarifies our account of his testimony, a number of witnesses cited the high percentage of frequencies held by Government. We find no reason to modify our contention that Government is an "Ether Hog.")

* * *

Procedure for Congress Committees in New Bill

A BILL to prescribe the procedures of congressional investigating committees and protect the rights of parties under investigation was introduced in the House last week by Rep. Helen Gahagan Douglas (D-Calif.)

Rep. Douglas said her bill, known as H. R. 4564, was designed to protect the right of the American press to "comment on Congress or individual congressmen, either favorably or adversely." Under the bill, no reporter, editor or publisher could be forced to appear before a committee in regard to his writings unless a majority of the committee approved.

The bill also provides that "all witnesses at hearings of the committees, whether public or private, shall have the right to have the aid and assistance of counsel and such other aid as may be necessary to protection of their rights and to a full and fair presentation of the matter under investigation."

'Voice'

(Continued from page 18)

newed presentation of his ideas as he reported to the House on his recent overseas trip.

Pointing out that every European country except Luxemburg owns its radio facilities, Mr. Mundt said, "Certainly the least we can ask them in exchange for the economic aid we make available to them is to compensate us with time on their radios, at the best spot on the dial, so that we can broadcast in their own language, over their own radio the true story about American ideals and the American peace program."

Unless the aid program is accompanied by an adequate information program, said the senator, "it is certain to fail regardless of how much we send, how hard we try, or how generously we spend."

The plea that we must "blow our own horn" came also from the Democratic side of the aisle. Rep. Thomas J. Lane of Massachusetts said that "what is needed now is a more forceful presentation of the American story."

"There must be the same scrupulous regard for truth," he cautioned, "but there must be great emphasis. We must play up what we are doing and what we have done to relieve hunger and hardship in Europe."

Backing of the "Voice" came also from several well-known Americans just returned from foreign travels. John Cowles, prominent broadcaster and newspaper publisher, said that the U. S. has "made a pitiful mistake in not getting its story across in Europe."

Mr. Cowles said the "Voice" is now only the "Whisper of America," and as a result he said dozens of informed persons told him the Russians are taking credit even for American aid. He suggested an immediate appropriation of $50,000,000 for the "Voice" and for "propaganda warfare in Western Europe."

China Need

Back from the Far East, Dr. William M. McGovern, political science professor at Northwestern U., told the House Foreign Affairs Committee that China is "desperately anxious" to receive the American information program. He said that in many cases the State Dept.'s information service was China's only way of knowing what is going on in the world.

A Polish government spokesman, meanwhile, issued a sharp blast at the "Voice" for its "disgusting" attacks on leading Polish statesmen. He said the attacks were contained in material supplied by Rep. Thomas S. Gordon (D-Ill.), who was on a congressional committee which visited Poland last month.

CANADA'S
FOURTH
MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

Stuart Stations
CHARLES T. STUART PRESIDENT AND EXECUTIVE DIRECTOR
EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA

5000 WATTS 1290 KC SEE PETRY — KOIL — OMAHA & CO. BLUFFS BASIC ABC
NEBRASKA'S NO. 1 MARKET

1240 KC SEE PETRY — KFOR — LINCOLN BASIC ABC
NEBRASKA'S NO. 2 MARKET

5000 WATTS 1130 KC SEE AVERY-KNODEL — WDGY — MINNEAPOLIS ST. PAUL
MINNESOTA—AND THEN SOME

Service
Performance
Results

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED
SIGNAL

210,200 PERSONS
$179.469.000 in Retail Sales
$283,685,000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

Boom for Co-ops

(Continued from page 13)

considered by Rep. Carroll D. Kearns (R-Pa.), if the union head goes through with his threat of stop all recording by musicians. Reopening of House hearings into Mr. Petrillo's activities is planned by Rep. Kearns if the threat materializes.

While network officials concede that removal of the ban is effective only to termination date Jan. 31, 1948 of present contracts with AFM, they believe the rapid increase in co-ops will proceed with even greater speed.

Originally co-ops were viewed as low-cost shows which retailers could sponsor on their local stations without spending much money. The idea of sponsoring a big-league musical program on this basis was viewed skeptically until MBS put Kate Smith on the air cooperatively. A few news commentaries had been so sponsored at a period when such programs were at their wartime peak.

Precludes Control

Kate Smith had acquired over 300 sponsors by the end of summer, and such programs as *Meet Me at Parky's*, *Information Please*, *Abbott & Costello* and *Alexander's Mediation Board* became co-ops.

By mid-autumn large numbers of top-ranking programs were glad to trade a regular income from a single sponsor for a chance at the much larger potential offered by a co-op deal on a percentage basis. Furthermore, the plan prevents any national advertiser or agency from exercising program control.

Among programs sponsored cooperatively on the networks by mid-autumn were these:

ABC—Baukhage, Martin Agronsky, Headline Edition, Harry Wismer, America's Town Meeting of the Air, Walter Kiernan, Elmer Davis, Ethel & Albert, Dick Tracy, Nancy Craig, Tennessee Jed, George Hicks, Abbott & Costello.

MBS—Kate Smith Speaks, Fulton Lewis jr., Cedric Foster, Bill Cunningham, Fishing & Hunting Club of the Air, Cecil Brown, Henry Lacossitt, Tell Your Neighbor, Meet the Press, Erskine Johnson, Inside of Sports, Johnson Family, Hap Harrigan, Information Please, Alexander's Mediation Board, Meet Me at Parky's.

CBS—World News Roundup (8 a.m.), morning news (9 a.m.), evening news (11 p.m.), Red Barber (in east), Hawk Larabee, Chet Huntley (west), House Party (until Dec. 1), Winner Takes All.

NBC—World News Roundup, Richard Harkness, News of the World, H. V. Kaltenborn, Robert McCormick, Believe It or Not, Veterans Adviser (to Nov. 1).

Radio Manufacturers Assn. announced its representatives on the Industrywide Music Committee would be President Max F. Balcom of Sylvania Electric Products, and Ray C. Cosgrove, past RMA president and chairman of the RMA-NAM Liaison Committee of Crosley Division. RMA General Counsel John W. Van Allen will assist in legal matters with Bond Geddes, executive vice president, serving on the planning committee.

RMA took part in the committee's Nov. 21 meeting [BROADCASTING, Nov. 24].

A. D. Willard Jr., NAB executive vice president, presided at the committee meeting.

Committee members present were: Leonard L. Asch, WBCA, Schenectady; Joseph W. Bailey, Louis G. Cowan Inc.; Roger W. Clipp, WFIL, Philadelphia; Ralph F. Colin, Columbia Records; Daniel R. Creato, RCA-Victor; Richard P. Doherty, NAB; Hudson Eldridge, Continental Network; William Fay, WHAM, Rochester; Mr. Geddes, Howard L. Hausman, CBS; Frank King, WMBR, Jacksonville, Fla.; C. O. Langlois Sr., Lang-Worth Feature Programs; Guy Lemmon, Majestic Records; John MacDonald, NBC; Leonard H. Marks, FMA; Richard A. Moore, ABC; Justin Miller, NAB; Frank E. Mullen, NBC; Robert Myers, NBC; Don Petty, NAB; M. R. Rackmail, Decca Records; Paul W. Reed, FMA; Robert K. Richards, NAB; Walter Rivers, Capitol Records; Theodore Streibert, WOR; Robert Swezey, MBS; Richard Testut, Associated Program Service; John W. Tinnea, KWK, St. Louis; Mr. Van Allen, Edward Wallenstein, Columbia Records; Charles V. Wayland, Continental Network; Frank K. White, CBS; A. M. Wiswell, Associated Program Service; Mr. Willard, Mark Woods, ABC. Eric Haase, Assn. of National Advertisers, attended as an observer.

IT'S FUNNY as Charles Collingwood, CBS Hollywood commentator, tells the story. Listening are (l to r): William D. Shaw, CBS account executive; Al Brooks, Brooks Adv., representing Bekins Van & Storage, Los Angeles; Frank King, CBS Western division assistant sales manager; James Cominos, vice president and radio director of LeValley Inc., Chicago agency servicing Household Finance Corp. account. Occasion was start of Mr. Collingwood's commentary on Western network.

Harvard Law 'Record' Expects Petrillo to Circumvent Laws

SHOULD James Caesar Petrillo actually attempt to carry out his threat of a permanent ban on recordings "it is difficult to see any legal obstacles to such action," according to the Harvard Law School *Record* for Nov. 12.

"Neither the Taft-Hartley Act nor the Lea Act would seem to cover this situation, although Petrillo's action may well be designed to circumvent both," says the *Record*.

The article, which "goes further into the legal issues involved in this current news story than do the daily newspapers," according to an editor's note, states that the proposed new Hartley bill compelling the continuance of record-making "obviously raises constitutional questions."

Observing that Petrillo often is charged with trying to stop the forward march of technology, the *Record* adds:

"Undoubtedly he realizes that he cannot stop future advances of this kind, but his answer now is that the situation is unique because musicians are putting themselves out of business. To the musicians, the argument about inevitable technological progress is like telling a man that death is inevitable, therefore he might as well commit suicide now and get it over with."

Scripps-Howard Station Takes Air in Cleveland

DEPARTING from customary dedicatory fan-fare, the new WEWS-FM Cleveland, made its debut Thanksgiving Day with a 17-hour schedule and its full authorized power of 10.3 kw on channel 271. The station, owned by Scripps-Howard Radio Inc., is the sister of WEWS, newly authorized television station which is scheduled to go on the air with its test pattern today (Dec. 1). The stations have no AM affiliate in Cleveland.

Vice president and general manager of Scripps-Howard in charge of Cleveland operations is James C. Hanrahan. J. Harrison (Jack) Hartley, former assistant director of television operations at NBC, is director of the television station.

FOR SALE
NEW 5 KW
WESTERN ELECTRIC
TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating spare parts, substantial amount of installation wiring materials.

Box 64,
BROADCASTING

STRIKE OF ANNOUNCERS IS SETTLED AT WOOK

THREE-WEEK-OLD STRIKE of American Federation of Radio Artists employes at WOOK Silver Spring, Md., was ended with the signing of an agreement on Nov. 22.

The agreement provides for arbitration of all disputes arising under the contract, which runs to Oct. 30, 1948, according to a statement issued jointly by AFRA and station management. The statement said WOOK agreed "(1) to recognize AFRA as the exclusive bargaining agent for announcers and radio artists and (2) to cooperate, within the law, in steps looking toward the early establishment of a union shop."

"Incidentally," the statement asserted, "as a result of collective bargaining, a partial agreement has also been made covering wages, hours, overtime, vacations, and sick leave. The parties further agree to meet in January 1948 to negotiate other terms of a more complete agreement."

Jesse B. Messitte, union attorney, attributed the strike, involving four announcers and a disc m.c., to "grossly unfair labor practices committed by the station." Richard Eaton, station manager and president, said the "strike was called without notice and solely for economic reasons."

Mr. Messitte was quoted as saying the work week was reduced from 44 to 40 hours with overtime after eight hours, a basic wage scale starting at $45 weekly, a week's vacation after 26 weeks and two weeks vacation after one year.

New Sonora TV Set

SONORA Radio & Television Corp. has announced that a new video table model receiver with a 10-inch direct viewing tube, to retail at $350 will go into production Jan. 2. Company plans to produce 200 video sets in January, 300 in February, 500 in March and 1,000 sets a month trereafter.

TV Goes European

A DOCUMENTARY film showing how Warsaw, one of Europe's worst bombed cities, has recovered from the war, was telecast on WCBS-TV New York on Nov. 26 to inaugurate an arrangement between CBS and Film Polski, official Polish newsreel firm, to provide movies to CBS for televising in this country. This agreement augments an exclusive contract with A. F. Films, official French newsreel organization, CBS reported, and arrangements with the Artinko agency for Soviet films and the U. S. Army Civil Affairs Branch for pictures on Germany and Austria.

99% of Adults Hear News Once Daily According to Latest Study by Whan

DR. FORREST L. WHAN, Chairman, Dept. of Speech, Wichita U., has completed another study of radio listenership—this time measuring the number of news broadcasts heard by the adult set-owners around Wichita. The report shows that almost 99% of the men and women in the metropolitan area hear at least one news broadcast daily.

Broken down by farm, village and metropolitan audiences, the survey shows that urban listeners lead the other two classifications. Even in rural areas, only about 6% hear no radio newscasts during the day and over half hear at least two.

The survey results were reported at a seminar during the National Assn. of Radio News Directors Convention in Washington Nov. 12-15 by Dr. Wilbur Schramm of the Dept. of Journalism, U. of Illinois. Dr. Whan based his estimates on 10,000 interviews.

There is little difference by sex in the number of listeners to news broadcasts, although women show slightly less interest in news programs.

The condensed table of results is as follows:

No. of Newscasts	Farm Listeners		Village		Metropolitan	
Heard Daily	Men	Women	Men	Women	Men	Women
Don't listen	5.6%	6.7%	4.0%	5.9%	1.2%	1.5%
One or more	94.4	93.3	96.0	94.1	98.8	98.5
Two or more	76.2	74.7	78.7	78.4	87.1	87.1
Three or more	49.4	47.3	54.9	55.2	74.0	73.4
Four or more	23.0	22.7	29.8	30.0	51.0	48.8

Shelby Elected

BOARD of directors of the Institute of Radio Engineers has elected Robert E. Shelby, director of television engineering operations, NBC, to the grade of Fellow for his work in sound and television. The fellowship will be conferred at the 1948 IRE national convention in New York next March.

INTERFERENCE TO BBC PROMPTS WEFM PLEA

COMMANDER Eugene F. McDonald Jr., president of Zenith Radio Corp., said Friday he had asked FCC Commissioner Walker for permission to shift his WEFM Chicago operation schedule from 9 to 10 a.m. to avoid interference with BBC television station.

Comdr. McDonald said a BBC cable informed him that WEFM's signal (on 45.1 mc) was heard at a strength of 200 mv. This condition, he said, will exist for about one month when it will not occur for 11 years. The FM interference to television on the 45-50 mc band proves, he said, contentions by Major Armstrong and other propagation experts that television should not broadcast on the 50 mc band. If TV continues on this band it will eventually receive interference from mobile phone, police and other FM transmission, he said.

Store's Air Success

FOURFOLD sales job, performed by radio for Adams, Meldrum & Anderson Co., leading department store of Buffalo, is described in a promotion piece distributed last week by the NAB Dept. of Broadcast Advertising. Prepared by Hugh Higgins, assistant director, the brochure tells how use of radio spread the store's sales area and produced other benefits besides increasing the store's billings.

PRO BASKETBALL ADDED BY CHICAGO TV STATION

ADDITION OF professional basketball telecasts to its already heavy sports schedule and three more sponsors for its sports events have been announced by WBKB Chicago, Balaban & Katz television station.

Recent additional advertisers include Atlas Prager Brewing Co., which began sponsorship of wrestling matches on Wednesdays and boxing bouts on Friday; the Harry Alter Co. (for Crosley television receivers), which carries wrestling on Monday, and an unnamed sponsor for the pro basketball doubleheaders. Agencies are Olian Advertising Co. for Atlas Prager and Malcolm-Howard for the Harry Alter Co.

In addition, station is televising pro hockey games, college basketball, and the season's schedule of Cardinal and Bears pro football games. Marshall Field & Co. sponsored telecasting of the Kelly Bowl high school football game Nov. 29 from Soldiers Field.

Fitch Renewal

F. W. FITCH Co., Des Moines, Iowa (shampoo, hair tonic) Dec. 28 renews for 52 weeks *Fitch Bandwagon*, starring Phil Harris and Alice Faye, on full NBC network of 161 stations, Sunday, 4:30-5 p.m. PST. Agency is L. W. Ramsey Co., Davenport, Iowa.

New Michelson Series

CHARLES MICHELSON Inc., New York, plans to prepare a transcribed package series on the works of Horatio Alger, with Ruth and Gilbert Braun writing the scripts. Arrangements already have been completed with the estate of Horatio Alger Jr., the agency said.

LENDING A HAND as work progresses on new studios for WRUN Utica, N. Y., are Thomas E. Martin (l), manager of the ABC affiliate, and Otto P. Brandt, of ABC stations relations. The new headquarters are in Utica's Power and Light Bldg. WRUN studios in neighboring Rome, N. Y., recently were completed.

NAVY TAKES OVER

WASL Goes All Out to Give Middies Boost

EVERY MEMBER of Navy's football team appeared on Wednesday's broadcast and commented on the feelings of the "eleven" as WASL Annapolis, Md., used its facilities to spur the Navy for its Saturday clash with Army.

The rally Wednesday evening, as well as the "Thanksgiving Hop" kept WASL's programs running along with a continuing change of pace.

Throughout Thanksgiving Week, Harold Stephens, program director of WASL, had an early morning broadcast beamed expressly to the midshipmen. Using popular recordings, as requested by the midshipmen, he also broadcast patter, here and there ribbing the various middies in a good-natured vein.

The broadcasts during the week were handled entirely by Mr. Stephens, acting as m.c., with all gags and skits performed by the midshipmen. Mr. Stevens, assisted by the middies, tape-recorded special features in the different gathering places, and played them the following day.

Each morning the commanding officer at Annapolis permitted the WASL program to be tuned into the mess hall and pumped through more than a thousand speakers located over each mess table.

AMA Meeting

AMERICAN MARKETING Assn. will hold its regular mid-winter meeting at De Paul U. and the Sheraton Hotel, Chicago, Dec. 29-30, place and date selected to coincide with the meetings of the American Economic Assn.

At Deadline . . .

CONDITIONAL GRANTS GIVEN TWO FM OUTLETS

CONDITIONAL grants for two Class B FM stations authorized by FCC Friday. Construction permits for three Class B FM stations and CPs in lieu of previous conditions for four Class B outlets authorized.

W. Albert Lee, permittee KLEE Houston, Tex., received conditional grant for Class B outlet on Channel 239, 95.7 mc.

Burlington-Graham Broadcasting Co., licensee WFNS Burlington, N. C., conditionally granted Class B facilities on Channel 230, 93.9 mc, in lieu previous Class A, Channel 277, 103.3 mc. FCC changed tentative allocation and switched Channel 230 from Danville, Va., swapping Channel 277.

Following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain):

Elmira Star-Gazette Inc., Elmira, N. Y.—Class B, Channel 295, 106.9 mc, 4.4 kw, 870 ft.

Sky Wave Broadcasting Corp., Columbus, Ohio—Class B, Channel 234, 94.7 mc, 39 kw, 225 ft.

WLOK-FM The Fort Industry Co., Lima, Ohio—Class B, Channel 277, 103.3 mc, 25 kw, 435 ft.

Following were authorized CPs in lieu of previous conditions:

WELL-FM Federated Publications Inc., Battle Creek, Mich.—Class B, Channel 271, 102.1 mc, 45 kw, 310 ft.

WLWF Crosley Broadcasting Corp., Columbus, Ohio—Class B, Channel 242, 96.3 mc, 4.7 kw, 825 ft.

WMHC The William H. Block Co.., Indianapolis—Class B, Channel 246, 97.1 mc, 52 kw, 340 ft.

WDLM The Moody Bible Institute of Chicago—Class B, Channel 238, 95.5 mc, 50 kw, 360 ft.

SIX NEW AM STATIONS AUTHORIZED BY FCC

SIX new AM stations, four daytime only and two fulltime, granted by FCC Friday. Sarkes Tarzian, Bloomington, Ind., TV permittee, and group identified with WESA Charleroi, Pa., among grantees.

The authorizations:

Baton Rouge, La.—Community Broadcasting Co., 1220 kc, 250 w, daytime. Co-partnership: G. T. Owen and Owen W. Ware, attorneys.

Philadelphia, Miss.—William Howard Cole, 1490 kc, 250 w, unlimited. Grantee is newly discharged Army veteran.

Athens, Tex.—The Henderson County Bcstg. Co., 1410 kc, 250 w, daytime. Partnership: S. B. McNutt, Jr., radio operator American Overseas Airlines, to be manager-chief engineer, 75%, and Merl Saxon, ex-FCC engineer, partner Barclay & Saxon, consulting radio engineering firm, 25%.

Crestview, Fla.—Gulf Shores Broadcasting Co., 1010 kc, 1 kw, daytime. Co-partnership: Cyrl Reddoch, manager-12% owner WTBF Troy, Ala., and L. Burson Whittington, owner wholesale-retail general merchandise firm at Brundidge, Ala.

East Liverpool, Ohio—Pottery Broadcasting Co., 1570 kc, 1 kw daytime. Principals: Earl D. Eisenhower, assistant superintendent of Western Pennsylvania Power Co. and owner 83 shares WESA Charleroi, Pa., president and 20%; Dr. A. S. Sickman, banker and owner 50 shares WESA, vice president 40%; J. Milton Hammond, Shopping News publisher in western Pennsylvania and owner 260 shares WESA, secretary-treasurer 40%.

Bloomington, Ind.—Sarkes Tarzian & Mary Tarzian, 1370 kc, 500 w night, 1 kw day, unlimited. Partnership: Mr. Tarzian is 2/3 owner, Mrs. Tarzian 1/3 owner; radio equipment manufacturer. Mr. Tarzian has been in hf developmental field and is commercial TV permittee.

All grants excepting Athens and Bloomington involve engineering conditions.

WTFM TIFFIN, Ohio, FM outlet, granted assignment of permit from Jay R. David to Tiffin Broadcasting Co. by FCC Friday. Mr. David is president of new firm, receiving 50.66% interest for his $7,600 investment in WTFM. Wayne Byers is vice president and Richard T. Roll treasurer; each holds 24.67%. New associates invest $7,400.

HEARING SCHEDULED JAN. 5 IN PARAMOUNT TV CASE

HEARING on Paramount Pictures' ownership in six television applicants, including Allen B. DuMont Labs, set by FCC Friday for Jan. 5.

Under earlier FCC ruling [BROADCASTING, Dec. 23, 1946], Paramount now "controls" five video grantees or licensees—maximum permitted—but film company contends ruling erred. Jan. 5 hearing will inquire into Paramount's "stock ownership and management interests in the following companies among others": DuMont; New England Theatres, Boston; United Detroit Theatres Corp., Detroit; Balaban & Katz Corp. (WBKB), Chicago; Interstate Circuit, Dallas; Television Productions (KTLA), Los Angeles. Second phase of Jan. 5 hearing will be to determine whether "control" by Paramount exists within meaning of FCC rules.

Three contested proceedings in which Du Mont, New England Theatres, and United Detroit Theatres are applicants were consolidated with Jan. 5 hearing, but testimony with respect to these will be limited to Paramount ownership and "control" question. These proceedings are (1) Cleveland case, involving TV applications of DuMont, WGAR, and WHK; (2) Detroit case, in which United Detroit Theatres and WJR are seeking video stations, and Fort Industry Co., TV grantee, is seeking new channel assignment; and (3) Boston case, in which New England Theatres, Empire Coil Co., Boston Metropolitan Television Co., New England Television Co., and Massachusetts Broadcasting Corp. are all applicants. FCC officials said they wanted to clear up Paramount ownership matter before proceeding with competitive phases of these cases.

TEMPORARY EXTENSIONS GRANTED FRIDAY BY FCC

FCC Friday gave temporary license extensions to 14 AM and 4 FM stations and regular renewals to 6 AM and 1 FM. Programming was basis for one temporary extension: KLIZ Brainerd, Minn., extended to March 1, "pending further information regarding program plans."

Regular renewals went to Prof. Edwin H. Armstrong's WFMN (FM), Alpine, N. J., for period ending July 1, 1948, and to following AM stations: WRC Washington to May 1, 1950; WCAW Charleston, W. Va., and WELM Elmira, N. Y., to Aug. 1, 1950; WCBC Anderson, Ind., WMMW Meriden, Conn., and WWOK Flint, Mich, to Nov, 1. 1950. Joseph F. Novy's experimental W9XJN Riverside Ill., was renewed to May 1, 1948.

FM stations given extensions, all to March 1, 1948, were WMIT Winston-Salem (licensed to Assistant Secretary of Army Gordon Gray, also president of WSJS and WSJS-FM Winston-Salem), extended "pending receipt of reply to letter regarding ownership"; WCAU-FM Philadelphia, pending action on transfer application; WABW-FM Indianapolis, and KHJ-FM Los Angeles.

AM stations receiving extensions, all to March 1, 1948:

KLIZ Brainerd; KARK Little Rock; KFJZ (and aux.) Fort Worth; KHJ (and aux.) Los Angeles; KOB Albuquerque; WATL Atlanta; WDEL Wilimngton, Del.; WFLA Tampa; WGIL Galesburg, Ill.; WJOL Joliet, Ill.; WKBW (and aux.) Buffalo; WNOE New Orleans; WOV (and aux.) New York; WSGC Elberton, Ga.

Closed Circuit

(Continued from page 4)

Bob Hope Show has been relieved by Foote, Cone & Belding. Interim producer is Al Capstaff, pending return of Hope from London.

MUSIC jockeying by AFM and industry now heading toward public relations battle. Tipoff is Petrillo's disarming cordiality in net negotiations. AFM head now trying to shed demoniac mantle. He'll play same old game later on when chips are down, though wearing disguise of public benefactor.

ROBERT W. ORR ASSOCIATES, New York, shopping for half-hour variety show for new client.

TREASURY Dept. will be called upon by RMA to urge Congress to repeal 10% excise tax on component parts in radio manufacturing. Joseph A. Gerl, president of Sonora Radio and chairman of RMA Tax Committee, said tax on component parts works hardship on manufacturers who also sell to non-radio industries.

CBS HOLLYWOOD has decided to rent 300-seat audience studio facilities of Sunset Radio Center, 6000 Sunset Boulevard, effective immediately, following acoustical improvements costing approximately $6,000. Agreement will call for year's period with cancellation privileges [BROADCASTING, Nov. 3].

RECALLING publicity-promotion barrage preceding last year's Louis-Conn fight, whose ABC broadcast racked up all-time high Hooper for single-network programs, radio circles are puzzled by lack of buildup for next Friday's Louis-Walcott championship bout. Gillette Safety Razor Co., as last year, is sponsoring broadcast on ABC and telecast on NBC's four-station video network, but on orders from Maxon Inc., Gillette agency, neither network has put out any announcement.

TIDE WATER ASSOCIATED OIL Co., San Francisco, dominant western sponsor of Pacific Coast sporting events for 22 years, faces prospect of losing exclusive rights to Pacific Coast conference football contest in 11 western States. Conference officials will not consider decision until June meeting. Meanwhile members of dominant CBS stations in west quietly approaching universities in their areas with view to possible new alignment.

WMC GETS TV GRANT

WMC Memphis Friday received its first FCC grant for television there. Station, owned by Scripps-Howard *Memphis Commercial Appeal*, was authorized to use Channel 4 (66-72 mc) with 13.6 kw visual and 7.12 kw aural powers, antenna height 650 feet.

NOW 'HOMEMAKER'

USE of word "housewife" henceforth taboo at WISN Milwaukee. Instead, announcers will use "homemaker," says directive from G. W. Grignon, general manager. Some listeners pointed out many of best housekeepers not wives, so station will place emphasis on talk of creating real American home, regardless of other conditions.

In four weeks, WLW reaches 81.2% of the 3¼ Million Radio Homes in this area . . .

MICH.
OHIO
W. VA.
VA.
INDIANA
KENTUCKY
ILL.

The total impact of The Nation's Station within the WLW Merchandise-Able Area — the exact over-all performance of WLW and leading competing stations — is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW's total coverage in terms of homes reached . . . intensity of coverage in terms of minutes listened . . . share of total listening within the area . . . the comparative performance of WLW and its leading competitors.

For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation's Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth — 19.3% — of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

1922 **WLW** 1947
25th Year

CROSLEY BROADCASTING CORPORATION